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ABSTRACT

This catalog lists audiovisual materials that some members of the Association for Education in Journalism (AEJ) thought would be useful resources for other AEJ members. The catalog resulted from a questionnaire to which 36 of 190 (19%) AEJ member institutions responded. Part one covers films, filmstrips, slides, transparencies, and visual multimedia. Part two deals with audio, video, and audio multimedia. Classification within each section is by communications history, practice, content, and miscellaneous (including theory). Where appropriate and available, each citation contains the title, producer, year, length of item, code number, price, source initials, running time, suggested grade level of audience, and a brief description. An appendix identifies both the actual and the potential sources of the materials. (RL)

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SOURCE CATALOG FOR AUDIO-VISUAL MATERIALS IN JOURNALISM AND COMMUNICATIONS EDUCATION

COMPILED FOR THE ASSOCIATION FOR EDUCATION IN JOURNALISM AUGUST 1976

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Jack H. Colldeweih
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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

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INTRODUCTION

This catalog is a listing, by medium, of audio-visual material thought to be useful by AEJ members around the country. It is inevitably incomplete, out of date, and no doubt somewhat inaccurate. It is intended to be no more than a guide to what kinds of material are available and to some suggested sources. In as much as it was quite impossible for the compilers to review the material, no claim is made for its quality or suitability. Wherever grade levels were suggested by the source, they were included. All that can be said is that some AEJ member somewhere found an item useful in some way.

The catalog is in two parts: Part One deals with Films, Filmstrips, Slides, Transparencies, and visual multimedia. Part Two deals with Audio, Video and Audio Multimedia. Within each type of medium, the material is grouped into four categories: Communication History, Practice, Content, and Miscellaneous (including theory). Again, because most of the material has not been previewed by the compilers, misclassification is not to be unexpected. Therefore, users who expect to receive film on Boss Tweed and subsequently discover that it's a report on Scottish weaving should not be unduly surprised.

Where appropriate and available, prices and running times have been included in each listing. In the interest of brevity, initials have been used to identify the source for each item. The full identification of each source is listed in the appendix at the end of each of the two parts of this catalog. Other potential sources are also included there.

The format for each listing in Part one is as follows:
Title (Producer) Year Length Code #
Price Source Description.

A questionnaire requesting information on AV material and sources was sent to 190 institutional members of AEJ early in 1976, along with a SASE. Thirty-six schools (19%) returned the questionnaires. We would like to publically express our appreciation to the helpful innocent and also thereby expose the guilty.

Our deep gratitude is extended to the following schools for their aid and advice:

Northern Arizona University
Henderson State College
California State University, Fresno

San Jose State University
Colorado State University
Idaho State University
University of Illinois
Indiana University
University of Iowa
University of Kansas
Wichita State University
Morehead State University
Murray State University
Western Kentucky University
Grambling University
Louisiana State University
Suffolk University
University of Michigan
University of Minnesota
Central Missouri State University
University of Montana
Fairleigh Dickinson University
Columbia University
Fordham University
East Carolina University
University of North Carolina
Oklahoma State University
University of Tulsa
University of South Carolina
Memphis State University
University of Tennessee
Angelo State University
Baylor University
Texas Christian University
Virginia Polytechnic Institute and State University
University of Wisconsin - Extension
University of Wisconsin - La Crosse
University of Wisconsin - Madison

AMERICA AT RETAIL
POPAI

ANSEL ADAMS, PHOTOGRAPHER (Larry Dawson) 1958 22 minutes
UWISCE $6.00
Introduces Adams as a creative photographer and teacher, concert musician, mountaineer, and writer. Shows him photographing a scene demonstrating his famous "Zone System" of control over exposure and development. Presents Adams also in his role as a commercial photographer and shows a number of the varied types of photographs which have made him famous.

ARE YOU LISTENING? (Strauss) 1966 UWISCE 13 minutes, Cost $5.00
Relates how listening is active and creative on the part of the listener and communicator. Shows that a good listener actually develops his own skill at listening. Through animation techniques, shows how our brain works to enliven listening. Relates the following points dealing with effective listening: be emotionally prepared, listening involves participation, lip service fails to help, and do not prejudge preconceptions.

ART OF COMMUNICATION: MICROPHONE SPEAKING (color) (Centron) 1969 15 minutes UWISCE Cost $7.00
Looks at some of the common misuses of the microphone in an entertaining manner and demonstrates proper microphone techniques in normal situations. Also explores special microphone problems such as feedback, effective use of visual aids, reverberation in a large fieldhouse or auditorium, and addressing an unseen audience from a radio studio.

ART OF COMMUNICATION: REPORTING AND EXPLAINING (color) (Centron) 1970 UWISCE 13 minutes Cost $6.25
Presents several examples of informal speeches and points out positive and need-for-improvement points in their presentations. Gives specific ideas for improving oral presentations. Done in an informal way with some humorous touches.

THE ART DIRECTOR (TFC-IU) 1951 8 minutes PSU #10569 $6.00 el-jh
Work of the art director in production of feature motion picture. Shows how sets are designed and constructed, with emphasis on research to insure authenticity. Presents some sets that have influenced home and office decor. From the Movies and You series

ART OF THE MOTION PICTURE (color) (Bailey-FA) 1970 UWISCE 20 minutes Cost $9.50
Defines and gives examples of the five basic elements in film making that lend themselves to artistic control by the

filmmaker. The viewer is introduced to a basic vocabulary related to film making.

THE ART OF SEEING (FI) 1970 10 minutes color #10768 Cost $9.00 PSU ei-jh-sh
Matter-of-fact yet artistic approach to an awareness of the world around us. By increasing perception, life is enriched. Relationships of color, movement, harmony are seen in everyday things such as traffic signs, markets, animals, and nature.

BASIC FILM TERMS: A VISUAL DICTIONARY (EA) color 15 minutes NEFC Rent $18.00
Gives precise visual examples of the most important film terns. Begins with the different ways of preparing a film script and goes on to demonstrate the various kinds of shots, lenses, and camera movements. Says Sheldon Renan, who wrote and directed "Basic Film Terms" "one or two showings of this film on the first day of a film course will clear up a lot of confusion."

BASIC PRINCIPLES OF FILM EDITING (ACE) 1958 8 minutes 792.9-6 PSU Cost $6.00 sh-c-a
Graphic presentation of techniques using uncut sequence from Baby Face Nelson, starring Mickey Rooney. Compared final edited version to show how an editor can change emphasis, tempo, and point of view.

BASIC REPRODUCTION PROCESSES IN THE GRAPHIC ARTS (FARRELL) 1964 25 minutes color #30621 Cost $13.00 PSU sh-c-a
Fundamentals of printing-letterpress, lithography, gravure, silk screen

BASIC SHOTS (GPITVL) 1969 17 minutes #31512 PSU Cost $7.50 sh-c a
Full range of human figure shots from long shot to extreme close-up. Considers the framing of shots when there are two or more people involved. From the CETO Television Training series.

BEHING THE TYPE (Penn. State University) 1963 15 minutes UWISCE $3.00
Describes college training which leads to adequate preparation for jobs in journalism such ad editorial-reportorial work, advertising and radio-television. Examines these jobs and attempts to correct erroneous sterotype ideas of them.

BIG CITY PAPER (color) (Cent) 31 minutes UWISCE #6409 Cost $2.50
Presents the processes involved in publishing a metropolitan newspaper from lumbering and paper making to the printing of the paper. Discusses the various parts of a newspaper and the variety of people needed to produce it. Illustrates the gathering of news, the writing of copy, type setting and operation of the presses.(see also CTFB)

BOOKBINDING: THE ART OF BINDING PAMPHLETS (STSU) 1963 24 min. color #30640 $13.00 PSU jh-sh-c-a
Step-by-step procedure of two practical, durable, and artistic methods for case binding by hand; rebinding of a simple pamphlet to make a durable book with aesthetic appeal.

BOTH SIDES OF THE QUESTION
The Detroit News

BRETT WESTON: PHOTOGRAPHER
16 mm Art Wright

BUILDING BETTER PARAGRAPHS (Coronet) 1953 11 minutes $2.75 UWISCE #2914
Visually presents the elements of a good paragraph -- having it express only one idea, being sure the topic sentence is interesting, having material in order, and having the concluding sentence finish the paragraph. Uses a story told by one member of the class as a means of demonstrating, and compares and uses pictures as "paragraphs."

BUILDING BETTER SENTENCES (color) (Coronet) 1968 14 mins. UWISCE $6.00 #7186
Shows several students who have written an adventure story, correcting their mistakes. Describes cutting unnecessary words, simplifying sentences, changing passive words to active and using words that more exactly express meanings.

CAMERAS AND CAREERS (color) (Eastman Kodak) 1960 28 mins. $2.50 UWISCE #5176
Explores photographic career possibilities in industry, engineering, science and business with stimulating pictoral sequences. Emphasizes the basic course work necessary prior to professional training. Prepared with cooperation of the National Vocational Guidance Association.

CAREERS IN BROADCAST NEWS (color) (Nat'l TV News) 1969 11 mins $4.50 UWISCE #2507
Illustrates how television news is planned around a coordinated team effort so that quality programming results. Shows that women play a key role in broadcast news. Tells the type of education needed for such a career.

CELLULOID COLLEGE (Sterling) 1947 33 mins. $6.50 UWISCE #0364
Ten lessons in moviemaking for the amateur including panning, using the tripod, shot breakdown, screen direction, matching action, newsreel action, build-up, composition, indoor lighting, and applied technique. Ends up with a complete home-made film applying the principles illustrated earlier.

CHALLENGE FOR CHANGE
New York Times

CHANGING ATTITUDES THROUGH COMMUNICATION (BNA) 1965 24 min color #31002 $13.00 PSU c-a
Resistance created by the introduction of change: employees thrown out of balance, tensions produced. Way to restore balance by creating acceptance of new policies through effective communication. From the effective communication series.

THE CINEMATOGRAPHER (UEVA) 1969 17 min color PSU #21203 $11.50
Role of the cinematographer as an artist, sensitive to tone and movement, and a highly skilled technician, understanding optics and electronics, and, most important, as a director, proficient in orchestrating the talents of persons responsible to him. Role of the cinematographer from the earliest days of filmmaking to the present.

COLOR QUALITY OF LIGHT IN PHOTOGRAPHY (color) 10 minutes $4.25 UWISCE #6801
Shows the effects of different light sources on color quality in photography, and explains them.

COMMUNICATIONS CONFERENCE (OSUMPD) 1967 31 mins. #31241 $11.00 PSU c-a
Media in education; the influence of conceptual factors in our interpretation of media and events; changing role of teacher brought about by the increase in the applications of instructional technology. Comments by James Finn, George Gerbner, Edgar Dale, Franklin Knower, Charles Hoban, and Kenneth Norberg. From the Communication Theory and the New Educational Media series.

A COMMUNICATIONS MODEL (IU) 1967 30 mins. #31314 $8.50 PSU sh-c-a
Considers the ways a message is delivered(speech, para-speech, kinesics, writing and other signaling systems) and the different ways a message can be received or perceived. Explores the role of the perceiver and demonstrates that the efficient message deliverer must take every possible step to keep the perceiver's attention. Discussion by James C. Bostain, scientific linguist. From the English - Fact and Fancy series. Produced by NET.

COMMUNICATION BY VOICE AND ACTION (CENTRO) 1972 14 mins color #21490 $11.00 PSU sh-c-a
How to communicate effectively through gestures, expression and posture. Importance of successful combination of voice with non-verbal communication techniques to stress personal commitment to content. From the Art of Communication series.

COMMUNITY TELEVISION (color) (AMS) 11 mins 1968 $5.00 #2809 UWISCE
Illustrates how both open and closed circuit television are being used to give the community educational experiences, current information and entertainment.

CORRECTNESS IN LANGUAGE (IU) 1967 30 mins #31308 $11.00 PSU sh-c-a
The necessity for making choices among competing phonetic, lexical, and syntactic conventions and of adopting or ignoring suggested refinements in language. Points out that the speaker or writer is judged by his choices. From the English -- Fact and Fancy series. Produced by NET

CRITICAL THINKING: MAKING SURE OF FACTS (2nd Edition of HOW TO JUDGE FACTS) (color) (Coronet) 11 mins $5.25 1971 #3969 UWISCE
Demonstrates how to evaluate the facts about a particular situation. Uses what is seen on TV, what is read in newspapers and books, and what is heard from people and on TV and radio to show the need for checking out the information in some detail. Explains why facts, even so-called scientific facts, should be continually evaluated.

DATELINE TODAY
Audit Bureau of Circulations

DID YOU HEAR WHAT I SAID? (AF) 1966 33 mins #31401 PSU $11.50 sh-c
Challenges and satisfactions of a career in newspaper reporting. Factual account of first big assignment for young reporter on the Nashville Tennessean concerning high school droupout problem. Produced by the Newspaper Fund. (See also WISCE #8106 $2.50 HSC)

DIRECTOR (color) (Universal Educ. & Visual Arts) 1970 31 mins $1475 #8385 UWISCE
Visualizes the film director working with his staff, coordinating specialized skills, and encountering human relations problems. Presents, informally, the work of the director and includes his comments to the viewer at the conclusion of the film.

A DIRECTOR'S GRAMMAR (UNC) 1965 25 mins #20503 $9.00 PSU c-a
Definition of terms, examples of techniques used in the filming of a motion picture.

DO WORDS EVER FOOL YOU? (2nd Ed.) (color) (Coronet) 1972 $5.25 #8627 UWISCE
Combines graphic animation and real-life situations to present a word game situation, to propose problems involving words, and to provide some help using correct words. Special

areas are words in disguise (sound alike and spelled alike); general (some, a box); extreme words (new, good); and word associations (honor, patriotic).

EFFECTIVE COMMUNICATION: AVOIDING COMMUNICATION BREAKDOWN (color) (BNA) 1965 24 mins $9.50 #7991 UWISCE
Analyzes the telephone conversation within a company plant to show what often goes wrong in communicating information. Shows the part played by different types of personalities. Gives suggestions for overcoming these communication difficulties.

EFFECTIVE COMMUNICATION: CHANGING ATTITUDES THROUGH COMMUNICATION (color) (BNA) 1965 17 mins. $8.75 #8654 UWISCE
Tells why there is a need to be able to predict resistance to change. Uses a diagram and dramatized incidents to explain how change throws people out of balance and how they tend to resist this state. Sets forth the three major ways in which people resist change. Dr Berlo suggests that understanding why people resist change and by being able to accurately predict their resistance to it we will be better able to help them accept change.

EFFECTIVE COMMUNICATION: COMMUNICATION FEEDBACK (color) (BNA) 1965 24 mins $9.50 #7990 UWISCE
Explains what communication feedback means and why it is important. Sets forth specific objectives to be obtained in communicating. Brings out the need for people to be able, in a sense, to read people and tells how it can be done. Suggests reasons why people avoid communication's feedback.

EFFECTIVE COMMUNICATION: MEANINGS ARE IN PEOPLE (color) (BNA) 1965 24 mins. $9.50 #8653 UWISCE
Demonstrates how misunderstandings occur by presenting dramatic re-enactments of what was said and what was thought by several managers and subordinates. The film suggests ways of getting the real meanings across when people communicate verbally. Tells why it is more important to concentrate on understanding rather than on placing the blame.

EFFECTIVE AND CREATIVE WRITING: REACHING YOUR READER (color) (Centron) 1971 17 mins $8.75 #4315 UWISCE
Demonstrates methods of writing to reach the emotions and minds of a writer's intended audience. Follows a young lady as she writes an article about a European tour and with touches of humor, graphic animation, and constructive criticism helps her improve the written article. Stresses the use of sensory appeal to reach the reader as well as stimulation of memory images.

EFFECTIVE LISTENING (MGHT) 1959 15 min #371.3-21 $7.00 PSU
jh-sh-c-a
How to retain what we hear. Selective listening "tuning in' and "tuning out" certain of the sounds that bombard us. Overcoming obstacles such as daydreaming, criticizing, 'detouring' and planning what we ourselves will say. From the Speech series.

EFFECTIVE WRITING: REVISE AND IMPROVE (color) (Coronet) 14 mins $6.25 1971 #3938 UWISCE
Stresses the fact that there are many ways of saying almost the same thing with the revision of a boy's written composition used as the theme of the film. Gives examples of alternate solutions to ways of stating words. Proofreading, spelling, order of words, and organization of ideas are considered.

EXPOSURE (Indiana Univ) 1959 12 mins $4.00 #1360 UWISCE
Clarifies underlying theoretical principles of exposure of the photographic image: the low reciprocity, film latitude, and brightness range. Illustrates the application of these principles to practice.

EXPOSURE METER -- THEORY AND USE (color) (Indiana Univ.) 1960 10 mins $4.00 #1351 UWISCE
Discusses what an exposure meter is, what the calculator settings mean, and how the meter can be used in various situations: copy work, portraiture, still photography of moving objects, motion picture photography, depth of field and lighting ratios.

EYE OF AN ARTIST (color) (Internat'l Film Bur.) 1956 21 mins $8.00 #1783 UWISCE
Presents a lesson in observation through looking for and finding in nature the unusual shapes, interesting colors, and rough textures which make for strong compositions in art and in photography.

THE EYE OF THE BEHOLDER S-33 J-A 25 mins Sale Color $350 B/W $275 Rent $35.00 NEFC
An excellent film on the demonstration of the principles of perception. It expresses in visual contrast the openness or closeness of the mind of man. We view, through the eyes of five different people, an artist who wishes to paint a contemporary Mona Lisa. He is visually depicted by the five in five completely different ways, realizing that his behavior is in the eye of the beholder. The film delves into his real being and the viewer realizes how fabricated their impressions became. Ideal for business training. From Stuart-Reynolds and available directly from NEFC

FACTS ABOUT FILM (color) (Internat'l Film Bur) 12 mins 1959 $5.00 #4728 UWISCE
Presents full information on the various kinds of film, what film is, who uses films, maintenance of films, repair of films and an exhaustive study of the sources and causes of film, damage Deals primarily with 16 mm sound films, splicing methods, storing film; and curing "green" films. Stresses the need for proper threading in the motionpicture projector.

FEDERICO FELLINI: THE DIRECTOR AS CREATOR FH-12 J-A 29 mins B/W Sale $240 Rent $25 NEFC
Here is the first film made about the mind and art of a master of world cinema. It is an essential film for all who seek to understand the cinematic revolution that is transforming language and communication in our electric era. Fellini says, "I improvise like Christopher Columbus did when he set sail. It wasn't India, but..." Improvising from a wellspring of fantasy, spontaneity and instinct, Fellini leads us into a new world of macabre and grotesque, ingeniousness and sophistication a world with the spice of carnival and the vinegar of tragedy.

FILM APPRECIATION: ELEMENTS (color) 28 mins (OFM Prod.) $11.50 1966 #6904 UWISCE
Portrays the classic Western opening in order to emphasize scenery, cuts, professional roles, wardrobe, script as an integrated team approach. Explains in detail, the role of director of photography, film editor, script supervisor and script writer. Shows how dissolves and fades add to the final production and how inserts (L.S., M.S., C.U.) are placed into the master for additional meaning.

FILM: ART OF THE IMPOSSIBLE (color) (Learning Crop. of Am.) 28 mins. 1972 $13.50 #8582 UWISCE
Shows how directors go about creating entertainment films. Uses film clips from such films as "Little Big Man", "Downhill Racer", Lawrence of Arabia", "King Kong", "Footlight Parade", "Potemkin", Birth of a Nation", and "The African Queen", to demonstrate particular points. Michael Ritchie who directed "Downhill Racer", directs and narrates this film.

FILM EDITING: INTERPRETATIONS AND VALUES (AM Cinema) 1963 30 mins $3.50 #5737 UWISCE
Shows the scenes of a dramatic sequence exactly as photographed. Follows this with the editing of the sequence by three different editors with their interpretations on the dramatic values, including the one as used on the TV program "Gunsmoke." (See also PSU #792.9-7 $9.50)

FILM GRAPHICS GP-20 J-A 15 mins Color Sale $275 Rent $25 NEFC
Widely adopted by many film-study courses, this film teaches how graphic structure is used to establish meaning and continuity using animation, references from art history and excerpts from classical cinema. Winner of a 1973 CINE Award. Created by Paul Aratow and Barry Spinello. By Grove Press, available directly from NEFC

FILMMAKING TECHNIQUES: ACTING (AIMS) 1973 32 mins. color #32028 $17.00 PSU jh-sh-c-a
Follows an experienced stage actor from his audition through his first performance before the cameras, touching on basic terminology and camera techniques. Well-known performers such as Helen Hayes, Vincent Price, Jean Stapleton, and Henry Fonda comment on problems that the film actor must deal with, such as lack of rehearsal time, loss of continuity, and overacting.

FILM SPLICING WITH THE GRISWOLD AND HARWALD SPLICERS (color) (Bailey) 1961 8 mins $3.50 #5568 UWISCE
Shows the composition of sound film and the function of film cement. Demonstrates the handling of film in the projector and on the rewinds, determining when a splice is necessary and how splicers are operated.

FOUR WAYS TO DRAMA (UCEMC) 1950 36 mins #808.2-I $12.00 PSU sh-c-a
Short drama presented on stage, television, radio and film. Comparison of techniques and requirements for various media.

FRANKLIN MCMAHON: ARTIST AS REPORTER (color) (Rocinante) 1966 30 mins $8.00 #6556 UWISCE
Discuses the role of the artist-reporter in publishing today. Explores drawings made in Europe, United States, and Far East, including political conventions, Vatican Council II, etc. Gives a detailed description of two reportorial portfolios: goose hunting in Cairo, Illinois, and the European Common Market.

FREE AND RESPONSIBLE PRESS (TFC film) 1962 20 mins $3.75 #6122 UWISCE
Presents fictionalized demonstration of the responsibilities of a modern editor. Emphasizes the responsibility as well as the freedoms of journalism in the democracy of the United States, through the decision process whether or not to publish a news story that will bring grief to a respected member of the community. Provides a background for the analysis of social and ethical problems related to journalism and literature.

FUNCTIONAL PHOTOGRAPHY (color) (Eastman) 1956 27 mins. $2.50 #3735 UWISCE
Describes the ways photography serves industry in research, production, quality control, advertising, sales, and the

training of personnel. Of interest to any group interested in the applications of photography.

GETTING THE NEWS (color) (EBF) 16 mins 1967 $7.25 #1135 UWISCE
Shows the various ways in which we obtain news. Discusses the function of new media; functions and duties of reporters, the police teletype, radio, wire services, television, motion picture, and video tape. Illustrates how news media gather information on a story connected with a local man and child who might be carrying smallpox. See also SPI.

GETTING YOURSELF ACROSS (MGHT) 1957 21 mins #808.5-10 $8.00 PSU sh-c-a
Role of speaker's personality in getting ideas across to audience; effect of speaking practice on personality development of speech students; how speaker's interest, preparation, sincerity, vitality, and confidence bring about successful communication. From the Communication series.

THE GRAMMAR OF FILM (CMC) 1972 29 mins color #31889 $17.00 PSU
Difficulty of portraying reality on the screen and the need for television journalists to learn a new set of symbols to enable them to tell a story effectively with pictures. Use of long, medium, and close-up shots, camera movement, and lenses. Cutting room techniques of pacing, compressing, and extending time. Uncut interview is compared with an edited version without cutaways, and finally with the complete version. News report demonstrates need for contrasting elements and sequences to dramatize a film story and bring it to life. Produced and narrated by John C. Schultz. See also UWISCE #9163 $17.00

GRAPHICS (GPITVL) 1969 24 mins #31513 $9.00 PSU
Main steps in the production of words, simple animated captions, and other graphic techniques: how to avoid poor reproduction on television. From the CETO Television Training series.

HIGH CONTRAST PHOTOGRAPHY FOR INSTRUCTION (color) (Indiana Univ.) 1956 13 mins $4.00 #3867 UWISCE
Shows how photography can be used by teachers to make many kinds of effective teaching materials. Tells how to use high contrast film in making slides from textbook illustrations, charts, and other easily found or prepared material.

HOLDING THEM SPELLBOUND (color) (Centron) 17 mins 1972 $8.00 #8459 UWISCE
Stimulates suspenseful writing by showing some general techniques, in common use by authors, to gain, hold, and stimulate reader interest. Aims to describe what it is that makes a suspenseful story.

HOW TO MAKE A MOVIE WITHOUT A CAMERA (color) (Rainy Day) 1971
5 mins $2.75 #8226 UWISCE
Combines animation, non-photographic techniques, sequences of stock footage and four different music and song arrangements to present an entertaining visual experience. Useful as a demonstration film for projects involving working directly on film. Used effectively with the manual How To Make A Movie Without A Camera by Rainy Day Films, Venice, California

HOW TO OBSERVE (Coronet) 1950 10 mins $2.50 #1004 UWISCE
Illustrates the considerable difference between observation and just "seeing." Points out the increased pleasure and knowledge obtainable through alertness to things around us, being interested and asking questions about whatever is seen. Shows observation applied to advantage in a science class, a literature class, and in human relations,

INITIAL INTERVIEW (Univ. of Wis.) 1965 20 mins. $4.25 #0086 UWISCE
Re-enacts initial interview between case worker and applicant for public welfare. Allows viewer to evaluate techniques used by one interviewer: putting person at ease, asking questions, seeking information, controlling interview. Appropriate for all groups using interview method.

IS THERE COMMUNICATION WHEN YOU SPEAK? (MGH:) 1957 19 mins #808.5-11 $8.00 PSU sh-c-a
Process of getting idea from speaker to audience; how speaker's voice, pronunciation, articulation, language, movements, and visual aids advance ideas; audience response when communication takes place. From the Communication series.

JOBS IN THE CITY: MASS MEDIA
Centron Educational Films

THE JOURNALISTS
Society of Professional Journalists

LIGISLATIVE REPORTING
Ohio State University

LET'S MAKE A FILM Y-10 E-A 13 mins Color Sale $200 Rent $20 NEFC
Here's a great "how to" film for young filmmakers and adult instructors. Yvonne Andersen of the Yellow Ball Workshop covers the subject well by instructing, suggesting and illustrating. You'll be anxious to do one of your own as you see the different kinds of animation which may be achieved, the ways to photograph animated films, techniques involved in special effects, splicing editing and generally learning how easy it is to make your own film. Start today -- you'll have a ball. From Yellow Ball Workshop, available directly from NEFC

LIGHTING FOR TELEVISION (GPITVL) 1969 28 mins #31514 $10.00 PSU sh-c-a
Three- and four-point lighting in a small studio set: effect of good and poor lighting; lighting changes to portray both midday and moonlight settings. From the CETO Television Training series.

LISTENING (color) (Roundtable) 1972 17 mins $11.50 #8586 UWISCE
Exposes some of the problems involved in listening attentively and suggests ways for appraising and changing listening habits. Based on a case study of a business manager's problems in listening during a working day. May be applied to common listening situations.

LITHOGRAPHY (OFFSET PRINTING) (color) (Graphic Arts) 1968 22 mins $9.50 #7119 UWISCE
Gives a comprehensive overview of the lithography printing process. Examines the various process steps as well as final layout procedures.

THE MAKING OF A LIVE TV SHOW G-24 J-A 26 mins. Color Rent $25 NEFC
A fascinating, behind-the-scenes view of the 1971 Emmy Awards show, one of the few examples of "live" television still left us in an era where videotape has taken most of the spontaneity out of network programming. Gives an insight into the teamwork, technical proficiency and skills involved in the making of a major television production. Students studying media and communications will discover much in this documentary.

MAKING A SOUND FILM (color) (Internat'l Film Bur.) 1973 13 mins $6.00 #9075 UWISCE
Shows the different kinds of 16mm motion picture sound tracks and explains some of the procedures followed in recording, editing, and mixing sound. Synchronized dialogue, voice over narration, music, and sound effects are discussed. The effect of each of these types of sound is illustrated in scenes from a film about a blind woman and a deaf man, and a film editor is shown putting together each track. Concludes with an explanation of how the master sound track with picture is made.

MAKING YOURSELF UNDERSTOOD. (EBF) 1953 14 mins $3.25 #2953 UWISCE
Introduces the basic elements of the communication process and points out how to communicate more effectively and receive communications more intelligently. Has as its thesis "Who is saying what to whom, how, and with what effect?"

MEASURE OF UNDERSTANDING (color) (Roundtable) 1970 29 minutes #7816 $14.75 UWISCE
Demonstrates some of the ways in which people send conflicting, double meaning messages to one another. Shows what problems develop from such messages and suggests ways for avoiding these situations. The major episode centers around the communication, or the lack of it, that takes place between two businessmen.

MESSAGE TO NO ONE (color) (Champion Paper) 1960 25 mins. $2.50 #5330 UWISCE
Explores the importance of listening. Gives means of influencing people to listen and lists characteristics of a good listener. Requires careful preparation by person using this film.

MODERN LITHOGRAPHER (EBF) 1940 11 mins $2.50 #1426 UWISCE
Depicts the techniques of lithographic artists and the processes of duplicating black and white and color originals by means of direct and photo-offset lithography. The rules of the commercial photographer and the modern printing press in mass production of attractive art prints, including advertising materials. The relation of commercial art to problems of present-day living.

MORE THAN WORDS (color) (Strass) 1959 14 mins $7.25 #0852 UWISCE
Explores the problems of communications breakdown and suggests keys to their solution. Explores not only "technical" aspects but the factors of "climate" and human emotion that virtually affect the creation of understanding and acceptance.

MOVIES AND YOU SERIES, NO 1 (LET'S GO TO THE MOVIES, ART DIRECTOR, SOUNDMAN) (TFC) 1951 26 mins $3.50 #1453 UWISCE
Presents an over-all picture of the background, development and technical advances made by the entertainment motion picture industry throughout the years. Shows scenes from such historic productions as "The Great Train Robbery", "Easy Street", "Birth of a Nation", "The Jazz Singer", and "Richard III." Explains work of the set creators for motion-picture productions of various types. Shows research required to provide authenticity for historical, jungle, rural, etc. backgrounds and settings. Graphically illustrates the work of the soundman in entertainment film production. Traces the history of sound in the movies from the days of the cue sheet accompaniment to the elaborate sound systems of today. Shows sound libraries with methods of filing and use when needed.

MOVIES AND YOU SERIES, NO. 2 (SCREEN WRITER) (TFC) 1951 10 mins $2.50 #1454 UWISCE
Describes the nature and importance of screen writing in the motion picture industry. Traces the origin of a story and the problems involved in conversion of written materials.

NEW TECHNOLOGY IN A SMALL DAILY NEWSPAPER
CSU

NEWS RELEASE KNOW HOW (Newenhouse) 1968 11 mins $2.75 #7149 UWISCE
Assesses the functions of a club public relations officer in doing a better job. Presents best ways to handle news stories, techniques of photography, radio and television, materials for TV, people on TV, and writing effective release.

NEWSPAPER BEHIND THE SCENES (color) (AIMS) 1970 16 mins $7.75 UWISCE #9353
Illustrates and describes the people, jobs, and machines necessary to produce a city newspaper. Concentrates on the processes in the newspaper plant; copy editing, hot type, cold type, photo-engraving, compositing, printing, and handling. See also AIMS.

NEWSPAPER CAREERS (Halewyn Films) 1971 21 mins $8.25 #4310 UWISCE
Presents views of a Journalist's family of occupations. Centers around the activities of a community newspaper editor as he proceeds to do his work throughout the day. Covers editorial departments such as sports, youth and fashion; positions in advertising and circulation; entertainment and finance reporters city desk; foreign correspondent; newspaper cartoonist and illustrators, along with relationships between these jobs and the skills of the printers.

NEWSPAPER LAYOUT (color) (Oxford) 1972 14 mins. $6.50 #9472 UWISCE
Presents four fundamental principles of good newspaper layout. Shows layouts which result from the application of these principles. Discusses choice of type as it relates to layout. Briefly reviews writing style and the uses and treatment of photographs. See also Copley/Oxford Films.

NEWSPAPER RETAIL ADVERTISING
Copley Productions

NEWSPAPER SERVES ITS COMMUNITY (color) (Film Associates) 1959 12 mins $5.50 #4849 UWISCE
Shows how a newspaper works and emphasizes the many ways in which it serves its community. Follows the reporting of a local news event: the arrival of a new baby elephant for the town zoo. Documents the step-by-step processes of writing, editing, printing, and delivery of a newspaper, shows the variety of news, features, and advertising it brings to a community each day.

NEWSPAPER STORY
Encyclopaedia Britannica

NEWSPAPER TRENDS
Visual Education Consultants

NORTH PLANT
The Detroit News

ONE WEEK (color) (Mod. Learning Aids) 1971 22 mins $8.25
#4307 UWISCE
Documents the seven decision-filled days before the magazine NEWSWEEK goes to press. Reveals the pressure and satisfaction, dismay and devotion, fatigue and occasional humor which are a part of preparing a weekly news magazine that will be read by millions across the world.

OPINION OF THE PUBLICS
Public Relations Society of America

PAPER MAKING (Coronet) 1941 20 mins $4.00 #1620 UWISCE
Processes involved in converting trees from forests into paper. Winter logging in Upper Michigan; conversion of the logs into pulp by means of both the sulphite process and the ground wood process. Action of the digester and bleacher. Operation of the large paper machine. Testing paper in laboratories. Using paper in publishing a magazine.

PERSON TO PERSON COMMUNICATION (McMurry-Gold 1956 16 mins $4.00
#4036 UWISCE
Dramatizes conversations between an employer and an employee to demonstrate good listening practices and shows how failure to listen to what another person is saying can lead to tragic and needless misunderstandings. Provides a vehicle for discussion of basic communication problems.

PHOTOGRAPHY (VGF) 1946 10 mins $2.50 #1672 UWISCE
Covers photography in industry, science, publications, advertising, entertainment, etc. The work of several types of photographers outlined with unusually complete information on the social and technical skills each must have. Illustrative photography, commercial photography and news photography covered in this way. Represents a very frank discussion of the rewards as well as sacrifices of this profession.

PHOTOGRAPHIC SLIDES FOR INSTRUCTION (Indiana Univ.) 1957 11 mins
$2.50 #4018 UWISCE
Demonstrates the basic techniques of making photographic slides. Shows their instructional purposes in a variety of use situations. Includes preparation and use of 2 x 2 color slides, Polaroid positive transparencies, simply copy work, and sound slide presentation.

PHOTOGRAPHER (THE) (United World) 1948 30 mins $3.50 #1671 UWISCE
Shows the life and work of Edward Weston. Helps audience experience subject selection, composition, and the artistic values of photography. Shows Weston at work composing, photographing, developing. Creates a realization of what he considers good photography.

PHOTOGRAPHY--BASIC CAMERA (United World-Navy) 1948 15 mins $2.50 #1673 UWISCE
Shows model of camera obscura; how a pinhole camera works; how a shutter and lens work; film holders for different kinds of cameras, motion-picture, cut film, roll film, etc.

PHOTOGRAPHY: DEVELOPING THE NEGATIVE (United World-U.S. Navy) 1948 16 mins $3.50 #1674 UWISCE
Explains clearly the steps involved in developing an exposed negative. Illustrates the functions of the developer, accelerator, restrainer, and preservative chemicals. Carries through the precise steps, with appropriate precautions, in completing the developer, rinse, fiser, washing and drying operations.

PHOTOGRAPHY -- ELEMENTARY OPTICS IN PHOTOGRAPHY (United World-Navy) 1948 18 mins $2.50 #1675 UWISCE
Illustrates action of different types of simple lenses. Shows image formation, focus, circle of confusion, pinhole camera image formation, lens image formation, types of simple lenses, compound lenses, focal length; narrow, normal, and wide angle lenses. Information given by a combination of animated drawings, laboratory models, and straight-forward motionpicture photography.

PHOTOGRAPHY: LIGHT-SENSITIVE MATERIALS (color) (United World-U.S. Navy) 1948 20 mins $4.50 #1678 UWISCE
Describes fundamentals of light-sensitive emulsions on films slides, printing and enlarging papers. Explains graphically the meaning and applications of "color blind," orthochromatic and panchromatic emulsions. Gives the beginning photographer in a simple form a good overview of the why's and wherefore's of the several types of films and papers available for his use.

PHOTOGRAPHY FOR EVERYONE (color) (Newenhouse) 1967 17 mins $6.50 #2354 UWISCE
Provides specific ideas and suggestions for the beginners in still photography on how to obtain better photographs and slides. Emphasizes composition and creativity.

PHOTOGRAPHY IN SCIENCE (color) (Castle-U.S. Navy) 1950 30 mins $6.00 #1677 UWISCE
Comprehensive compilation of the varied uses of photography in scientific research and development. Includes times-lapse, microscopic, macroscopic, stroboscopic, and underwater photography. Shows several scenes never before projected in color, such as the moon in motion, the blood circulation of a living brain, and the earth as seen from 101 miles altitude.

PICTURES AND WORDS--WRITING FOR TELEVISION (TIMLI) 1968 35 mins color #40124 $2.50 PSU c-a
Techniques and art of writing film commentaries. How to find and write exact words to fit the pictures, how to make shot lists, how to time words with pictures, when to comment, when to let the pictures speak for themselves, and how to link sequences. Same film with two commentaries compares techniques. Produced by BBC.

POLICE REPORTER
OSU

POSTER (BFA) 1969 16 mins color #21207 #11.00 PSU jh-sh-c-a
Examines the primary purpose of a poster, to sell an idea or product. Various kinds of posters, from the traditional billboards, postage stamps, and political advertisements to the most modern television commercials, realize this purpose.

THE PRESIDENCY AND THE PRESS CONFERENCE (RD) PPF/BNA
Four veteran reporters of the national scene discuss the objectives and effectiveness of the presidential press conference. Introductory remarks by Herbert Klein, former director of communications for the executive branch, outline the issue from a White House view.

PRESS JUNKETS 20 mins $7.25 #9515 UWISCE
Examines a common and questioned practice among American journalists -- the press junket. Mike Wallace, a CBS-TV network commentator asks "What about our own ethics?" Part of the CBS television program "60 Minutes", the film ranges from the Smoky Mountains of North Carolina where automotive news reporters are taken to demonstrate a new jeep, to embassy row, where foreign governments give expense-paid trips to reporters who want to do stories on a country.

PRINTING (VGF) 1947 10 mins $2.50 #1760 UWISCE
The role of the printing medium in today's social life well explained. Specific photography showing job requirements of compositors, pressmen, bindery and layout men, linotype and monotype setters, and proofreaders. A fine account of letter press, rotary, offset and newspaper operations included. Preliminary training well outlined in the film, and opportunities and responsibilities well presented.

PRINTING: PLATEN PRESS MAKEREADY (Univ. of Wisconsin-Stout) 1960 15 mins $3.75 #4831 UWISCE
Shows the process of makeready from locking-up the form to running the complete job. Identifies the parts of the press and gives a step-by-step demonstration of its operation. Uses animation to provide an unobstructed view of positioning pins.

PRODUCTION 5118 (color) (Champion Paper) 1955 30 mins $7.75 #3722 UWISCE
Conveys principles that are basic to successful human relations. Emphasizes the importance of effective communication among people working together. Shows why faulty communication lies at the roots of many of our problems. Uses an industrial setting in a motion picture within a motion picture. Develops the conclusion that only in an atmosphere of mutual understanding can cooperation be achieved in any situation.

PROPAGANDA TECHNIQUES (CORF) 1949 11 mins #301.15-4 $6.50 PSU jh-sh-c-a
Boy asks whether recent election was victory or "good government" or for propaganda. How to recognize and evaluate propaganda.

PUNCTUATION: MARK YOUR MEANING (2nd Edition) (Coronet) 1968 11 mins $3.25 #1790 UWISCE
Describes the problems involved when a boy gives an unpunctuated report to his sister to type. Shows the use of the various punctuation marks. Tells how a reader understands what is meant when punctuation is used.

PUTTING A JOB ON A PLATEN PRESS (BFA) 1956 10 mins #655-2 $6.50 PSU sh-c-a
Proper methods and procedures for using a printing press: inking, handling forms, guides, proofreading, final run.

RADIO AND RADAR (color) (Colburn) 1963 12 mins $4.50 #6950 UWISCE
Shows how radio waves are produced. Describes their relationships with other electromagnetic waves. Classifies radio waves, how radio waves travel, the difference between AM-FM radio, and why radio signals can be received from distant stations. Illustrates how radar operates and why it is used to locate and track objects in the air.

SEARCHING EYE (color) (Pyramid) 1970 18 mins $8.00 #7535 UWISCE
Uses the theme "the art of seeing" to show many of the techniques used by professional film directors in producing motion pictures. Some of the techniques are serial, underwater, time-lapse, high speed and stroboscopic photography. The ideas for the film are expressed through the afternoon activities of a ten-year-old boy.

SETS, CONSTRUCTION AND DISPLAY (GPITVL) 1969 19 mins #31515 $7.50 PSU c-a
Concentration on three common production situations: "Presenter Set" -- one man gives a speech illustrated by still pictures, objects displayed on stands, and demonstrations in the studio and on film; "Interview Set" -- furniture arranged so that cameras can take unobstructed shots of participants; "Drama Set contains outside of house, corner of garden, and pond.

Details in planning and construction and economic interchangeability of some parts. Preplanning with use of model of studio, scenery, and electronic equipment. Final selection; cooperation between designers and sound and lighting engineers. From the CETO Television Training series.

SIX HOURS TO DEADLING: A FREE AND RESPONSIBLE PRESS (TFC-IU) 1955 20 min #20530 $8.00 PSU sh-c-a
Ethical problem facing the editor who must decide whether or not to publish news which will bring sorrow to a respected citizen of the community. From the Cavalcade of America series.

SOME PERSONAL LEARNINGS ABOUT INTERPERSONAL RELATIONSHIPS (Univ. of California) 1967 333 mins $6.00 #6924 UWISCE
Deals with the "business of relating with other beings" and the regards of genuine communication and the giving and receiving of positive feelings.

SOMETHING TO WRITE ABOUT (color) (McGraw-Hill) 1959 7 mins. $2.75 #5069 UWISCE
Dramatizes the situation of two boys and a girl as they share amusing experiences and as one ironically wishes he had something to write about for his theme in English. Helps to remove the emotional block that many students have in creative writing.

SOUNDMAN (color) (Universal Educ. & Visual Arts) 1971 16 mins $7.25 #8386 UWISCE
Visits a movie set as soundmen are working during filming. Gives examples of situations when it is necessary to perfect the sound track back in a studio recording room with such techniques as looping. Demonstrates how sound effects are added to sound tracks as television shows are prepared. Explains responsibilities of a professional soundman.

SOUNDS GOOD (GPITVL) 1969 23 mins #31516 $8.50 PSU c-a
Use of various microphones and sound mixes; importance of sound perspective; difficulties encountered in achieving good sound quality in a television studio; use of sound to achieve effects, which, if attempted visually, could lead to increased costs. From the CETO Television Training series.

SPECIAL EFFECTS G-200 J-A 14 mins color Rent $18.00 NEFC
Historical film clips of mechanical effects serve as a springboard for a series of fascinating and enlightening demonstrations of the how-to of the most common special effects; a rainstorm, snow, fog, bullet holes, flaming arrows, fire. A good blizzard, for instance, can be created in July with the use of plastic snow and a large fan. The ground can be covered with white muslin and limestone, the windows frosted with stale beer and epson salt. For the would-be filmmaker it offers practical suggestions and knowledge of technique.

SPECIFIC IS TERRIFIC (color) (Centron) 1971 11 mins $6.00 #8045 UWISCE
Stresses the power potential in the use of precise nouns and verbs. Teaches students to recognize the difference between the general and the specific, and demonstrates how the use of specific detail improves writing. Illustrates its points with familiar forms of communication -- a letter home and a theme paper.

STAGING FOR TELEVISION (IU) 1960 30 min #30589N $11.00 PSU c-a
Principles of good staging for panel and interview types of programs; common errors; methods. From the Producing Educational TV Programs series. Produced by NET

STORY OF A FOREIGN CORRESPONDENT (Sterling) 1963 26 mins. $5.50 #7070 UWISCE
Documents an excellent insight into the difficult but exciting job of foreign correspondent. Presents the demanding pre-requisites and shows that dynamic and responsible jobs go to those with academic qualifications.

STORY OF A NEWSPAPERMAN (sterling) 1963 27 mins $5.50 #7071 UWISCE
Studies the newspaper and its responsibility to the community. Identifies the editor as occupying a position of public trust in addition to reporting world and local news, selling advertising and taking a stand on matters raised by public officials. Emphasizes these conflicting roles as lessons in business and professional ethics. See also PSU #30990 $9.00

THE STRUCTURE OF THE NEWS FILM STORY (CMC) 1973 20 mins color #21645 $12.50 PSU sh-c-a
Russ Bensley, executive producer of CBS Evening News, uses a 1971 news report to show how a news film story is put together, emphasizing selection of visuals and sound, timing, organization of material, and pace. Produced by John C. Schultz.

THE STUNT MAN G-75 E-A 11 mins color Rent $15.00 NEFC
Stuntman Anderson shares some of the tricks of his trade -- from getting hung, using blood squibs to create the appearance of bloody bullet holes, falling off a building to bouncing off a bar. Handled humorously and briskly, this film has wide appeal to groups interested in filmmaking and those interested in the psychology of a person who chooses a dangerous profession.

TELEVISION DIRECTING: PART TWO (IU) 1960 30 min #30587N $11.00 PSU c-a
On'camera aspects of program directing. From the Producing Educational TV Programs series. Produced by NET

TELEVISION: HOW IT WORKS (Coronet) 1952 11 mins $2.75 #2682 UWISCE
Goes behind the scenes in a large television studio to show how pictures are picked up, transmitted, and visualized on the screen.

TELEVISION LIGHTING (IU) 1960 30 mins #30588N $11.00 PSU c-a
Lighting fundamentals for the interview and panel-discussion types of programs; problems and pitfalls. From the Producing Educational TV Programs series. Produced by NET.

TELEVISION: LINE BY LINE (color) (Internat'l Film Bur.) 1970 11 mins $5.50 #7312 UWISCE
Uses animation to explain some of the principles of television. Explains the television camera and receiving set. Uses some technical terms.

TV NEWS: PRODUCTION OF A PRODUCT
Educational Media, Colorado

TV TODAY: TOUR OF A BROADCAST FACILITY (NIT) 1970 29 mins #31758 $11.00 PSU jh-sh-c-a
Tours a radio-television complex to show how it is staffed and how it operates. Shows work of a control room, newsroom and remote control unit, and familiarizes such items as audio tape, video tape, and traffic log. Produced by Time-Life Broadcast.

THAT THE PEOPLE SHALL KNOW (Sigma Delta Chi) 1966 21 mins $2.50 #6794 UWISCE
Presents six outstanding journalists desceibing their careers in the field of communications and the opportunities and challenges the field offers. Discusses newspaper, broadcast and magazine journalism. Offers young people advice on how to prepare for a role in America's growing communications industry.

TIME-LAPSE PHOTOGRAPHY (color) (Internat'l Film Bur.) 1951 10 mins $4.00 #4515 UWISCE
Explains the process of making time-lapse motion pictures of botanical subjects through the work of John Ott.

TRIBUNE DEADLINE (color) (Copley) 1959 20 mins $4.25 #5697 UWISCE
Reveals the gradual unfolding of one day in the complex life of a major metropolitan newspaper. Points out thw working relationship between the editor and key people. Covers such functions as editorial and news writers, slot men, re-write men, photographers and distribution. Dramatizes the process through which an EXTRA is produced.

TODAY'S NEWSPAPER
Oxford Paramount Films See also POF

WAITING FOR FIDEL
Open Circle Cinema

WRITERS ON WRITING (color) (Bailey) 1965 28 mins $10.25 #6297 UWISCE
Interviews four contemporary writers: Satirist and humorist Richard D. Armour: novelist Frederick Shroyer; science fiction writer Ray Bradbury; and journalist and essayist Harry Golden. Reveals their sources of inspiration or ideas, their methods, how they evaluate their own writing, and what they think of their critics. Shows the contrasts and similarities between the four writers.

WRITING NEWS FOR BROADCAST.
CUP

YOUR CAREER IN JOURNALISM (color) (Modern Learning Aids) 28 mins $8.75 #5517
Explores the various professional careers and specialized jobs in journalism. Outlines background and professional courses at high school and college levels and shows scenes illustrating typical beginning jobs in the field.

YOUR COMMUNICATION SKILLS: EXCHANGE OF IDEAS (Coronet) 1970 11 mins. $2.75 #7355 UWISCE
Shows that communication skills can be improved by studying incoming and outgoing messages and by trying to decide why some messages are easier to understand than others. Shows examples to study messages, and to sense the different responsibilities that go along with sending and receiving verbal communications.

YOUR COMMUNICATION SKILLS: LISTENING (Coronet) 1969 11 mins $2.75 #7356 UWISCE
Demonstrates some barriers to communication. Shows why a listener must tune out conflicting signals, why no communication can take place when the listener doesn't understand the speaker's jargon, and what the listener can do when the speaker hasn't organized his material well.

YOUR COMMUNICATION SKILLS: READING (Coronet) 1969 11 mins $2.75 #7357 UWISCE
Points out that understanding written messages involves more than just understanding of the symbols used and the ability to adjust reading speeds. Emphasizes that understanding requires the ability to distinguish fact from fiction and to relate the new message to the many messages and ideas already stored in ones brain.

YOUR COMMUNICATION SKILLS: SPEAKING (Coronet) 1969 11 mins $2.75 #7358 UWISCE
Presents demonstrations showing why a speaker must select his language to suit his audience, how he can help control his own nervousness and ways he can avoid boring, confusing,

or angering his listeners. Uses an animated "Communication Line" to show the path a message takes between speaker and listener.

YOUR COMMUNICATION SKILLS: WRITING (Coronet) 1969 11 mins $2.75
#7359 UWISCE
Demonstrates how information, feelings and abstract ideas can all be communicated from one person to another with the proper words. Shows the importance of selecting words which will avoid reader misinterpretation and will most accurately communicate a particular message. Describes what effects the appearance of a written message may have on the reader.

CONTENT

BERFUNKLE (color) (Newenhouse) 1964 9 mins $5.25 #7129 UWISCE
Points out through a cartoon the fact that the same word can mean something different to many people. shows that verbal communication requires tools, and words become symbols of things.

CAMPAIGN: AMERICAN STYLE PARTS I AND 2 (BFA) 1968 39 mins #40203 $12.50 PSU jh-sh-a-c
Campaign of a county official on Long Island, New York, is used to explore the talent in the U.S. today. The central figure, a Republican candidate, spends money for professional advisors, public opinion polls, media coverage. He comments on his distaste for this approach, but observes that the majority of voters appear to be unprepared to deal with major issues related to the office. Loss of the election raises the question: "Would more money spent on advertising have brought success, or are other factors in a political campaign still dominant in determining the outcome?"

CHAOS OR COMMUNICATION? (color) (Doubleday) 1968 15 mins $6.50 #7629 UWISCE
Focuses on the problem of trying to establish two-way communication between the angry urban poor and the affluent. Depicts many scenes of chaos and violence where communication has completely broken down. Explores such questions as these: What factors contribute to minority group alienation? How accurate is the image of society portrayed by the mass media? How has the government responded to non-violent forms of dissent?

CLIO AWARDS
American Advertising Ed.

CONSUMER POWER: ADVERTISING (BFA) 1971 22 mins Color #21449 $12.00 PSU jh-sh c-a
Ralph Nader and Ted Factor, an advertising executive, express widely differing opinions on the effects of advertising on daily life, morality and ethics of advertising, the role of private and public consumer protection agencies, and the role of advertising in our free-enterprise economy. Nader offers suggestions for the concerned consumer.

CURRENT EVENTS: UNDERSTANDING AND EVALUATING THEM (coronet) 1963 11 mins $2.75 #5762 UWISCE
Introduces the concept of developing a set of standards for analyzing current events. Uses historic newsreel footage and dramatic vignettes to illustrate criteria such as reliability of information obtained from newspapers, magazines, and television, and the consequences of an event in relation to time and to place.

DOCUMENTARIES ON LIFT IN APPALACHIA BY APPALACHIANS
Appalshop, Inc.

EFFECTIVE WRITING: LEARNING FROM ADVERTISING LANGUAGE (color) (Coronet) 1971 11 mins. $5.25 #4275 UWISCE

Examines actual advertisements to reveal some of the language techniques used by advertisers to attract attention, create sales interest, and to communicate with connotations and reason effectively. Applies these techniques to student situations such as writing essays invitations, and answering help-wanted ads.

FRONTIERS OF NEWS (Assoc. Press) 1964 11 mins $2.50 #5930 UWISCE
Applies the movie-maker's art to some 200 still news photographs and headlines to document news events of 1963-64. Substitutes responses through an unusual musical score. Defines the role of the news photographic service as "writing a partial history of the world -- everyday."

HUNGER IN AMERICA C-37 J-A 54 mins. B/W Sale $275 Rent $22.50 NEFC
The famous study of the ten million men, women and children who go to bed hungry each night -- here in America, in one of the most affluent countries in the world. See black sharecroppers in Alabama, Navajo Indians in Arizona and starving tenant farmers just a few miles from the nation's capitol. Carefully documented and researched, this is an accurate account. A compelling film that takes a good hard look at national policies and priorities. From Carousel, avail. dir. fron NEFC

JOURNALISM -- MIRROR, MIRROR ON THE WORLD (IU) 1968 52 mins #50191 $14.00 PSU sh-c-a
An analysis of news reporting which compares coverage of a peace demonstration by the Public Broadcast Laboratory, NBC's David Brinkley, the Washington Post, United Press International, and the New York Times. Joseph Lyford, journalism professor at the University of California, comments on deficiencies in the various stories. The approach used and the content covered are defended by editors and reporters representing the news services concerned. Produced by NET.

LANGUAGE IN ACTION 9: THE LANGUAGE OF ADVERTISING (Indiana University) 1956 30 mins $4.50 #5131 UWISCE
Points out that advertising, in stressing the values and virtues of a product, can commit a multitude of crimes, the reason being the relative absence of information and the deluge of effective connotations. Explains that the danger in some advertising lies in "the promotion of pathological reaction to words and other symbols."

LET'S SHOOT THE DEVIL (CAROUF) 1965 30.min #30814 $11.00 PSU jh-sh-c-a
Light-hearted, tongue-in-cheek western in mime, which takes a sharp look at the puritan morality demonstrated in the classic TV western.

NEWS REELS
Film Archives

ON SEEING FILM: FILM AND LITERATURE (USC) 1958 17 mins #20185 $7.50 PSU sh-c-a
Footage filmed behind the scenes in Ceylon during production of The Bridge on the River Kwai. Includes scenes of David Lean directing, Alec Guinness in rehearsal, plus several clips from the feature film itself.

THE PHOTOGRAPHERS
Levels: HS,College, Adult. Areas: Art, Photography, Leisure Activities. Produced by: Time-Life films. 52 minutes/color. Sale: 16mm $550/video $385. Rental: $55.

POLITICS AND TELEVISION
Uof Illinois AV Services Urbana, Ill.

THE SELLING OF THE PENTAGON C-65 S-A 52 mins Sale B/W $275 Color $575 Rent $25 NEFC
The controversial, award-winning documentary which examines the multi-million dollar public relations industry that the Armed Forces maintains to convince Americans to support its policies. Here is a timeless film concerned with the nature of governmental agencies, the power of the military and the effect the media has in national thinking, including questions of distortions of the news and manipulation of the press.

THE STRANGE CASE OF THE ENGLISH LANGUAGE (BFA) 1968 48 mins #50203 $13.50 PSU sh-c-a
Idiosyncrasies of the English language as it is spoken and written today. Uses and abuses of modern English are illustrated by excerpts from the speeches, interviews, and press conferences of such figures as John F. Kennedy, Martin Luther King, Everett Dirksen, William Buckley and many others. Produced by CBS News

TELEVISION COMMERCIALS PART I (color) (Univ. of Wis.) 1972
7 mins $2.50 #8175 UWISCE
Gives exapmles of aired television commercials. Includes: Hostess Ho Hos; Household finance Corporation; Meals on Wheels (HEW); Coca-Cola; Deep Rock; Mariboro; Captain Crunchy Peanut Butter Cereal; Bolt Flying Insect Killer; Gettelman Beer: Primaze.

TELEVISION COMMERCIALS PART II (color) (Univ of Wis.) 1972
7 mins $2.50 #8176 UWISCE
Gives examples of aired television commercials. Includes: Closer Look (U.S. Government); Glory Spray Foam Rug Cleaner; Ore-Ida Hash Browns: Blatz; Salems; Hamms; Hush Puppies; Pabst.

TV NEWS: MEASURE OF THE MEDIUM (Color) (Bailey-FA) 1972 16 mins $7.25 #8602 UWISCE
Provides a frame of reference for critical judgement of TV news content and affirms the need to employ many sources of infor-

mation to be well-informed. The latter part of the film compares the news broadcasts of two TV stations as they present their coverage and interpretation of the same event.

TELEVISION AND POLITICS (BFA) 1970 25 mins. color #31628 $13.00 PSU sh-c-a
Examines campaign commercials, beginning in 1948 with Harry Truman, to show how Madison Avenue techniques are used by candiadtes to sell themselves via television. CBS newsman Mike Wallace questions politicians and political consultants on their use of television. Suggests possible need for reform in the use of paid political announcements, and what reforms, if any, should be. Produced by CBS News.

TOMORROW'S TELEVISION: GET WHAT YOU LIKE OR LIKE WHAT YOU GET (IU) 1969 73 mins #70014 $25.00 PSU c-a
Examination of the possible impact of some of the developing television technologies, including cable transmission, upon the future of the media.

UNDERSTANDING MOVIES (NYT) 1971 13 mins color #21513 $10.00 PSU jh-sh-c-a
Familiar TV/movie "secretagent" episode provides basis for an introduction to what really happens in a film. How time, space proportion, sound, and point of view are manipulated for the viewer. Analysis of arrangement of sequences with possible alternatives.

WAR ON GOBBLEDYGOOK (color) (OFM Prod.) 28 mins $11.50 #6905 UWISCE
Tells the need for understanding how and what is said, and that "Gobbledygook" is usually inserted anywhere in advertising, radio, and other forms of communication. Relates the need for absolute truth in the mass communication transmission of information. Illustrates examples which reflect the best of gobbledygook; however, points up the fact that good writing involves good thinking.

WHAT'S HAPPENING TO TELEVISION? (IU) 1966 60 mins #60064 $16.00 PSU sh-c-a
Critical view of program material by critics, writers, the president of the Nielsen rating company and chairman of the Federal Communications Commission.

THE WHOLE WORLD IS WATCHING (IU) 1969 54 mins #50215 $15.00 PSU
Bias in television news coverage. Includes network treatment of 1968 Democratic National Convention in Chicago and governmental restraints on television. Comparison of British and French News reporting.

WHY DO PEOPLE MISUNDERSTAND EACH OTHER? (IU) 1956 30 mins. 153-6
$11.00 PSU sh-c-a
Words lead to misunderstanding since meanings of words are not fixed and people provide their own interpretations. Therefore, to understand one must go beyond words and try to understand meaning. From the Talking Sense series. Produced by NET.

HISTORY

BIOGRAPHY OF THE MOTION PICTURE CAMERA (A.F. Films) 1947 20 mins. $2.75 #0248 UWISCE
Shows historical development of photography, still and motion, Muybridge experiment, Edison's early work including the kinetoscope, nickelodeon. Excellent and interesting treatment.

CHALLENGE FOR CHANGE
N.Y. Times, School and College Services

COLONIAL PRINTER
Kent State
COLONIAL PRINTING
Colonial Williamsburg

THE COMMUNICATIONS EXPLOSION (MGHT) 1968 25 min. color #31249 $17.50 PSU sh-c-a
Analyzes technological developments such as computers, lasers, and orbiting satellites to understand how emerging systems can possibly revolutionize man's behavior patterns in daily life. Opinions of Marshall McLuhan, John Diebold, and others, From the 21st Century series. Produced by CBS.

COMMUNICATION IN THE MODERN WORLD (Coronet) 1959 10 mins $2.75 #4667 UWISCE
Portrays the importance of communication in the local, national, and international community today within a framework of historical development. Examines the various means of communication such as books, newspapers, radio, telephone, recordings, television, and motion pictures. Points out their significant role in our society and recent technological improvement.

COMMUNICATIONS: THE PRINTED WORD (INMATI) 1973 17 mins color #21774 $11.50 PSU jh-sh-c-a
Comprehensive history of printing. Its influcnce on civilization, and communication in particular. Points out how technology and art often go hand in hand.

COMMUNICATIONS REVOLUTION (OSUMPD) 1967 22 mins #02494 $8.50 PSU c-a
Impact of mass media upon literature, traditional theories of education, and on society. Produced in cooperation with the Ohio State University Graduate School on the occasion of the Third Annual Conference on the Humanities. Features Edgar Dale, Gilbert Seldes, I. Keith Tyler and Marshall McLuhan, From the Communication Theory and the New Educational Media Series.

COMMUNICATION: STORY OF ITS DEVELOPMENT (Coronet) 1960 10 mins. $2.75 #4880 UWISCE
Presents milestones in the history of transmission of spoken and written language. Emphasizes the progress which enables us to send messages over greater distances at increased speeds.

A DEFINITION OF LANGUAGE (IU) 1957 30 mins 410-3 $11.00 PSU c-a
Relationship between language and culture in historical and functional terms. From the Language and Linguistics series Produced by NET.

DEVELOPMENT OF COMMUNICATIONS -- FROM TELEGRAPH TO TV (EBEC) 1955 11 mins #621.38-4 $6.50 PSU jh-sh-c-a
Development from Egyptian attempts in 1600 B.C. to Hollywood sound films; contributions of DaVinci, Kircher, Nuybridge, Roget, Sellers, Edison, and Eastman.

EYEBALL WITNESSES (IU) 1965 30 mins #31077 $11.00 PSU el-jh-sh-c-a
Discusses reporters and writers responsible for giving the West its reputation: Horace Greeley, Sam Clemens, and Bret Harte. Heritage left by Rudyard Kipling and Theodore Roosevelt. From the Glory Trail series. Produced by NET.

THE FIRST FLICKERS (NBC) 1969 25 mins. b/w with color sequences #31767 $13.00 PSU jh-sh-c-a
Filmograph of camera and projector development introduces selections from previously unavailable films made from Library of Congress collection of paper prints. Includes early clips from Lumiere, Edison, Porter and Griffith. Commentary and musical accompaniment.

EVOLUTION OF THE MOTION PICTURE (UEVA) 1940 20 mins #792.9-5 $8.00 PSU jh-sh-c-a
Development from Egyptian attempts in 1600 B.C. to Hollywood sound films; contributions of DaVinci, Kircher, Muybridge, Roget, Sellers, Edison, and Eastman.

FIRST FREEDOM: A CITIZEN'S FILM (color) (Oxford) 1974 21 mins $10.25 #8364 UWISCE
Focuses on the historic role of Freedom of the Press in American affairs. Shows how the press operates in small towns and large cities to educate and protect the public through interpretative information and the spirit and integrity of news fact and opinion.

FLICKS I 27 mins $6.00 #7951 UWISCE
Traces the history of motion pictures from the simple shadow shows to the modern film. Uses clips from early films such as The Great Train Robbery and A Conquest of Space as well as scenes with Al Jolson, Lon Chaney, and Laurel and Hardy.

FLICKS II (Indiana University) 27 mins 1965 $6.00 #7952 UWISCE
Studies the history of animated cartoons from 1892 through the invention of movie film. Inventors, inventions, and improvements of methods and equipment are described. Examples are shown of early animation and cartoons. Sequences from Walt Disney's Skeleton Dance, development of Mutt and Jeff, and other early animation works are included.

GET THE MESSAGE (color) (Walt Disney) 1973 14 mins. $6.25 #9127 UWISCE
Traces the development of communication from the simple gestures of uncivilized man through the invention of the printing press and on to man's use or abuse of modern technology. Seeks to explain the need behind the various developments in communication.

HISTORY OF THE CINEMA (color) (Contemporary) 1956 9 mins $5.00 #6906 UWISCE
Capsulizes, in animated form, the history of the motion picture from the period of Bacon's "camera obscura" to the latest development in film production. Discusses the role of motion picture censoring, television's influence on film, and new large screen techniques for better viewing.

HOLLYWOOD DREAM FACTORY F-40 E-A 52 mins Color Sale $550 Rent $35 NEFC
An exciting documentary that traces the rise of motion pictures from the early twenties through to the peak of their popularity in the forties -- to the decline of the great studios in the sixties caused by the impact of television. Narrated by Dick Cavette. Some of Hollywood's greatest stars are shown, as are excerpts from their best-known films. You'll see clips of films in which Elizabeth Taylor, Shirley Temple and Mickey Rooney starred as children. From Films, Inc. available directly from NEFC.

HOLLYWOOD: YOU MUST REMEMBER THIS UA-10 J-A 80 mins B/W Rent $75 NEFC
A film which probes the consciousness of two decades through fact and through the fatantastic mirror of Hollywood. You'll see sequences from those memorable films of the 1930's and 1940's. Enjoy the old newsreels before the existance of television and and experience the lives of the stars. By UA, avail. dir. from NEFC.

HORACE GREELY, EDITOR (TFC) 1966 17 mins $3.75 #6123 UWISCE
Dramatizes an episode in which Pres. Lincoln appeals to Greeley to use his influence as the editor of a great newspaper for the common good. Recognizes the power of the press in national emergencies, the role of an editor as molder of public opinion and studies character of people under stress.

I.F. STONE'S WEEKLY
Open Circle Cinema

INFORMATION EXPLOSION (OSUMPD) 1967 35 mins b&w and color #31239 $8.00 PSU sh-c-a
Spirit of revolution in human communication making it possible for any information, verbal or pictorial, to be stored, duplicated, transferred, transformed, distributed, and received over great distances. Utilization and processing of the information: its effects upon the lives of children.

INFORMATION MACHINE (color) (IBM) 11 mins 1958 $2.50 #4782 UWISCE
Uses fascinating animation to trace the development of communication among men and the need to store properly and interpret the data accumulated. Explains the use of information machines to expand man's ability to anticipate effects.

KNOWLEDGE AND IDEAS (color) (Nat'l Educ. TV and Radio) 1960
29 mins $4.50 #5109 UWISCE
Traces the history and development of educational television. Points out what educational television can do in teaching skills, attitudes, and appreciation for in-and out-of-school listening. Stresses how the needs of local groups can be met by this medium. Presents examples of different types of educational television now being produced.

THE MARCH OF TIME Levels: Intermediate through Adult. Areas: Social Studies, World History. Produced by: Time Inc. 20 mins ea/b&w Sale 16mm $200/ video $140 Rental:$30
The MARCH OF TIME was a unique journalistic phenomenon of the thirties and forties. Unlike the regular theatre newsreels, the MARCH OF TIME developed its own format and manner of presentation.

DEMAGOGUES AND DO-GOODERS Levels: Intermediate through Adult. Areas: Social Studies, World History, Produced by: Time Inc 20 mins b&w Sale 16mm $200/video $140 Rental: $30
The noisy voices of the depression years: Huey Long, Gerald L.K. Smith, Father Coughlin and Father Divine blend their words in strident song.

UNDER THE CLOUDS OF WAR Levels: Intermediate through Adult Areas: Social Studies, World History Produced by: Time Inc. 20 mins/b&w Sale 16mm $200/ video $140 Rental $30
The fight for peace. Mussolini invades Ethiopia. Hitler marches into Austria. Both extended bombs of friendship to the Spanish Civil War.

EXITS AND ENTRANCES Levels: Intermediate through Adult Areas: Social Studies, World History Produced by: Time Inc. 20 mins b&w Sale 16mm $200/video $140 Rental $30

Show biz in a lively era. A talking box called radio and the WPA theatre pass the declining vaudeville on their way up. Jack Benny and Amos'n Andy move into the living room.

THE MOVIES MARCH ON Levels: Intermediate through Adult Areas: Social Studies, World History Produced by: Time Inc. 20 mins b&w Sale 16mm $200/ video $140 Rental $30
A history of the movies from silents to swashbucklers. Film clips from The Great Train Robbery, first of the entertainment films, and from the Golden Age of Hollywood.

IS EVERYBODY LISTENING? Levels: Intermediate through Adult Areas: Social Studies, World History Produced by: Time Inc. 20 mins/b&w Sale: 16mm $200/video $140 Rental: $30
The golden age of radio. Bob Hope, Fred Allen, Edgar Bergen, Jack Benny, Fibber Magee and Molly...And Americans remained faithful to them year after year.

MATTHEW BRADY--PHOTOGRAPHER OF AN ERA (Am. Art & Hist. Films) 1953 12 mins $2.75 #3541 UWISCE
Presents a biography of America's foremost pioneer photographer, emphasizing his work during the Civil War. Told entirely through Brady's photographs and contemporary documents. Includes photographs of many American statewomen and Presidents of the nineteenth century and a portion of Lincoln's second inaugural address.

MIGHTIER THAN THE SWORD: ZENGER AND FREEDOM OF THE PRESS (TFC-IU) 1953 23 mins #20895 $8.50 PSU jh-sh-c-a
Zenger prints the truth about corruption in the administration of Royal Governor William Cosby of New York in 1734. Court case results, and decision for acquittal of Zenger establishes basis for principle of freedom of the press. From the Cavalcade of America series.

MINISTER OF HATE (MGHT) 1960 27 mins #30200 $9.00 PSU sh-c-a
Techniques of mass thought control evolved by Joseph Goebbels, showing malevolent and disastrous effects which totalitarian control of communications had on society. Scenes of the book burnings. Comments on Goebbels' career by H.R. Trevor-Roger. Historical motion picture footage. Narrated by Walter Cronkite. From the Twentieth Century series.

MIRACLES OF MAGNETIC RECORDING (color) (Ampex Corp) 21 mins 1971 $2.75 #3953 UWISCE
Reviews the development of magnetic recording technology from the viewpoint of the entertainment industry. Goes on to show samples from recent day television entertainment and training programs along with other video tape applications to demonstrate increased quality in reproduction through improved tape, equipment and production-recording techniques.

MOVIE CRAZY YEARS UA-20 J-A 90 mins B/W Rent $75 NEFC
A valuable historical guide, this documentary written by critic Richard Schickel, captures in dramatic and personal terms a sense of the Warner studio in the 1930's -- its creative people and its films. From UA, available directly from NEFC.

THE MOVIES LEARN TO TALK (MGHT) 1961 26 min #792.9-13 $9.00 PSU sh-c-a
Development of sound movies from early experiments with clumsy systems at the turn of the century to the polished and sophisticated films of today. From the Twentieth Century series.

NEVER A BACKWARD STEP (NFBC) 1966 54 mins #50179 $15.00 PSU sh-c-a
Documentary about Lord Thompson of Fleet, newspaper, magazine, and TV magnate, and his rise to the top. Discusses his enterprises in twenty countries, his interviews with world figures, critics' opinions of his methods. Produced by the National Film Board of Canada. Also OPC

ORIGINS OF THE MOTION PICTURE (United World) 1955 21 mins $2.75 #3882 UWISCE
Records the history of the motion picture from da Vinci through Edison. Highlights the thaumatrope, zoetrope, phenakistoscope, and the work of Plateau, Daguerre, Muybridge, Edison, and others. Includes actual sequences of the earliest motion pictures.

THE PAPER SWORD
Indiana University

PRINTING (USC) 1957 10 mins color #10206 $9.00 PSU jh-sh-c-a
Beginning with existence of woodcuts in Europe by 1400, Dr. Frank Baxter explains the form of the Gutenberg press and a Gutenberg Bible. Model of a press dating from 1500 and one with movable type used in Mexico City in the sixteenth century. Printing procedure demonstrated on a miniature press. and the ink ball, used until about 1800 for inking type, also shown. Introduction of metal type.

PRINTING THROUGH THE AGES (EBF) 1950 12 mins $3.25 #1761 UWISCE
Traces story of printing from ancient times to the present. Shows early methods of block printing and gradual transition to letter type. Illustrates Gutenberg's contributions to printing; later mechanical improvements such as roller press and linotype; and good design in modern printing.

RADIO BROADCASTING TODAY (MOT) 1948 18 mins $2.75 #1802 UWISCE
Through fascinating photography, the likes and the opinions of the listening public illustrated phogographically through flashbacks of top-flight radio performances, including the comedians -- Benny, McGee, Hope, and Bergen; the soap-box operas and musical programs, The Hooper national radio poll explained. Ends with the dilemma in which the public taste supports the type of radio presentation which is questioned seriously by radio critics. The pros and cons of radio as a communication medium well handled. Presents the situation as of 1948.

SHAPE OF FILMS TO COME (McGraw-Hill) 1968 (color) 25 mins $11.50 #3591 UWISCE
Examines the most recent technological innovation in filmmaking industry today. Presents unusual filmmaking techniques of Don Levy, Francis Thompson and Alexander Hammid, Chapman, John

Whitney and sons, Stan Vanderbeek, and Ed Fmshwiller Shows the Czechoslovakian Kine-Automat approach as seen at the Montreal Expo 1967.

STAR SPANGLED EXTREMISTS (CAROUF) 1964 28 mins #30777 $10.00 PSU sh-c-a
Movements started by small but vocal radical groups who have sought to impose undemocratic principles on American society, from the Know-Nothings of 1850 to the John Birch Society of of the 1960's. Similarities and differences between the radical right and the radical left.

STORY OF THE SERIALS (Sterling) 25 mins $5.50 #1481 UWISCE
Shows the development of the serials from Pearl White's "Perils of Pauline' in 1914 to the advent of sound in motion pictures in 1929. Parallels the reign of serial queens with women's struggle for social and political equality.

TELEVISIONLAND G-50 J-A 12 mins Color B&W Rent $15 NEFC
Witty insight into television in the fifties and sixties, collated by Charles Braverman. See Milton Berle, Dean Martin and Jerry Lewis, Arthur Godfrey playing his ukelele, Ed Sullivan and his "really big shew,". See Cid Caesar and Imogene Coca. Affectionate nostalgia from the early days of television. Hear one-time candidate Richard Nixon asking the "Laugh-In' camera to "Sock it to me?" -- a snatch of Sgt. Bilko's zany humor precedes a newscast of a Vietnamese village being burned by U.S. Marines.Reminicences of the past. By Pyramid, avail. directly from NEFC

TELEVISION AND THE WORLD (British Broadcasting) 1963 85 mins $2.75 #5749-5750 UWISCE
Documents what is happening to television, and its impact on ordinary people in nine countries of the world. Features scenes in studios and viewer's homes. Analyzes sponsorships, types of programs and viewing audiences.

THAT THE PEOPLE SHALL KNOW
Sigma Delta Chi

THIS IS EDWARD STEICHEN (Carousel) 1966 27 mins $5.25 #6431 UWISCE
Presents Steichen at home discussing his views on many work and art. Gives an overview of his work from 1901 to the present. Shows many of his famous photographs and discusses his relationship with noted subjects.

THIS IS MARSHALL McLUHAN: THE MEDIUM IS THE MESSAGE M-23 S-A 55 mins Color Sale $670 Rent $40 NEFC
In presenting Dr. McLuhan's basic ideas, and reactions toward them, this film alternates between comments by McLuhan and a number of persons who agree or disagree with him. It presents

exciting visual interpretations of his explosive ideas about the manner in which all media of communication shape and alter society -- the concerns of communication which have shrunk the world into a "Global Village." See also PSU #50200 $26.50 and UWISCE #6918-6919 $22.50

TIGER'S TAIL: THOMAS NAST VS. BOSS TWEED (TFC-IU) 1953 20 min #20531 $8.00 PSU sh-c-a
Story of Thomas Nast, cartoonist who fought against the corruption of the Boss Tweed ring which controlled New York politics in 1870. From the Cavalcade of America series.

WE USED TO CALL IT PRINTING (PECKHM) 1970 23 mins color #31604 $12.50 PSU sh-c-a
Changing image of the printing industry seen in the diversity, style, modern technology, and career opportunities in graphic communications. Visually exciting presentation useful for career counseling, general interest.

THE WIZARD WHO SPAT ON THE FLOOR: THOMAS ALVA EDISON
Levels: High School, College Adult Areas: American History, Science, Biography. Produced by BBC-TV 60 mins/color Sale 16mm $635/video $445 Rental: $50 Discussion guide available. TLM
The Wizard who spat on the floor, an intriguing study of the life of Thomas Alva Edison, includes rare interviews with Edison's only living daughter and actual footage of famous moments with the great inventor.

WRITING THROUGH THE AGES (EBEC) 1950 10 mins 411-1 $6.50 PSU el-jh-sh-c-a
History of writing in early China, Mesopotamia and Egypt. Contributions of Phoenicians, Greeks, and Romans to our present alphabet.

ZENGER AND FREEDOM OF THE PRESS (TFC) 1962 20 mins $3.75 #5731 UWISCE
Introduces the history of journalism in the U.S. and presents the origin of the concept of freedom of the press. Provides a background for study and discussion of the civil liberties guaranteed by the Bill of Rights.

MISCELLANEOUS

ANIMAL COMMUNICATION Levels: HS, College, Adult Areas: Animal Behavior Produced by: Time-Life Films 30 mins/color Sale: 16mm $400/video$280 Rental: $40 Spanish language version available. Discussion guide available.
How do animals communicate? This study looks at the variety of signals used by a dozen species -- from insects to primates.

ANIMAL COMMUNICATION (AAAS) 1966 30 mins #30930 Ser. Chg. $4.00 PSU c-a
Dr. Martin Schein of The Pennsylvania State University discusses active and passive communication among animals and the techniques of studying communication systems. Communication among marine life and invertebrates.

AVOIDING COMMUNICATION BREAKDOWN (BNA) 1965 24 mins color #31004 $14.00 PSU c-a
Dramatized incident lays the groundwork for an analysis of communication breakdown, and consequently the loss of an account, unfavorable judgements of employee competence, and disturbances to employee self-confidence. From the Effective Communication series.

BILL OF RIGHTS IN ACTION: FREEDOM OF SPEECH (Film Associates) 1968 21 mins $5.25 #7147 UWISCE
Explores the complexity of constitutional rights, especially freedom of speech. Asks "Is freedom of speech absolute, or may an individual's speech be controlled when it threatens law and order?" Illustrates the right of free speech: a Neo Nazi speaks in front of a Jewish temple and following his praises of Adolph Hitler and criticism of Jews, there is a scuffle, ending in arrest. Shows the prosecutive and defense made on behalf of this case.

CITIZEN KANE
Films, Inc.

CITIZENSHIP: CENSORSHIP -- QUESTION OF JUDGMENT (Internat'L Film Bur.) (color) 6 mins $3.00 #6021 UWISCE
Poses two basic issues: whether or not it is either good reporting or good taste to print a picture of a fight involving students in a high school newspaper, and whether or not the sponsor of a high school paper should have the power to determine what shall and what shall not be printed.

COMMUNICATIONS AND THE COMMUNITY (Churchill) (color) 1965 10 mins $6.50 #6313 UWISCE
Explores through a suspenseful story of brush fire, the role of modern communication in a network of telephone, radio and television within a typical community.

COMMUNICATION: THE NONVERBAL AGENDA (CRM) 1974 30 mins color #32009 $19.00 PSU a
Importance of being able to recognize the nonverbal messages which one receives and sends. Examples include interviews between an executive and three department heads, and a male-female encounter in a bar. How communication problems between administrators, as well as manager-subordinate relationships, are worked out. From the Behavior in Business series.

THE CONSTITUTION AND CENSORSHIP (IU) 1959 29 mins #353-7 $11.00 PSU sh-c-a
Relationship of Constitution to issue of "prior restraint" on freedom of expression shown by recreating cases of Burstyn vs. Wilson and Cantwell vs. Connecticut. Produced by NET.

EYE OF THE BEHOLDER (REYP) 1955 25 mins #150-14 $9.00 PSU c-a
An artist becomes involved in the death of a beautiful girl. No two witnesses describe the circumstances alike. How do people misinterpret, distort, or ignore the things they see?

FRDERAL COMMUNICATIONS COMMISSION (MGHT) 1962 #20099 $7.00 15 mins PSU jh-sh-c-a
Chairman Newton N. Minow discusses the function of each of the four bureaus as well as the space-age demands which are now put upon the FCC.

THE FIRST FREEDOM
Oxford Films

FREE SPEECH FOR WHOM? Levels: High School, College, Adult Areas: Current Events, Sociology Produced by: CBS News Discussion Guide available. 15 mins/color Sale: 16mm $195/ video $135 Rental: $25

FREEDOM TO KNOW
Steve Sohmer, Inc.

GONE WITH THE ANTENNAS (color) (Centron) 1970 6 mins $3.50 #3985 UWISCE
Shows an animated film made by a group of teenagers. Tells the story of Gorks, a race of creatures from outer space as they visit Earth, eat all the television antennas, and leave Earth as Earthlings try to adjust to a newfound boredom. Rediscovering various leisure pursuits, man adjusts to a new life style which finds one hundred years later the re-invention of television.

HOW TO READ NEWSPAPERS (Coronet) 1952 10 mins $2.25 #1007 UWISCE
Describes how to read newspapers for maximum interest and benefit. Explains how to skim to pick key stories, front page make-up, lead paragraph organization and points of view as

expressed in editorials and news reporting. Discusses the necessity of reading two newspapers to get both sides of controversial questions.

HOW TO READ NEWSPAPERS (Coronet) 1970 (2nd Ed., color) 14 mins $6.00 #7755 UWISCE
Stresses importance of learning to read newspapers critically to get the most out of them. Presents points of consideration as: source of story: role of editor; reporter; and policy of the paper; fact, opinion, bias, and newspaper personality."

AN INDEPENDENT VOICE
SPI Film Lending Library

INFORMATION PROCESSING (CRM) 1971 29 mins color #31761 $18.50 PSU sh-c-a
Psychologist Donald A. Norman and comedian David Steinberg use a cocktail party to reveal basic principles and far-reaching ramifications of human information processing. Includes short-and long-term memory, the Stroop phenomenon, mnemonics, retrieval strategies, and problem solving.

AN INTRODUCTION TO VISUAL ILLUSIONS (PFP) 1970 17 mins color #21425 $12.50 PSU jh-sh-c-a
How the human eye views objects and cues the brain to perceive distance, perspective, and movement. Visual illusions dealing with depth, direction, extent, after-images, reverse relief, and perceived movement where none exists. Produced by psychologist Joseph Lyons and special effects cameraman John Caldwell.

INVISIBLE WALLS (UCEMC) 1969 12 mins #21175 rental $7.50 sale $95.00 PSU sh-c-a
Shows dependence of American social interaction upon nonverbal communication. Focuses on the invisible barriers erected by individuals approximately eighteen inches from their bodies; hidden cameras record the violation of these walls, resulting in distress responses. Subsequent analysis reveals patterns which appear to be learned and culturally derived, rather than innate. Observes that Americans may need to learn new notions about personal space as population pressures increase.

KINESICS (PSUPCR) 1964 73 mins PCR-2198 rental $19.00 sale $438.00 PSU c-a
Filmed lecture by Raymond L. Birdwhistell of the Eastern Pennsylvania Psychiatric Institute on linguistic kinesics. Describes system of categorizing and defining facial expressions, posturing, and gestures in terms of communicative meaning.

MEANINGS ARE IN PEOPLE (BNA) 1966 24 mins color 31019 $13.00 PSU c-a
Examination of the inadequacies of the "conveyor belt" view of communication. Shows how misunderstandings occur by presenting dramatic reenactments of what was said and what was thought by several managers and subordinates at cross-purposes in typical work situations. Violation of the principles of effective communication. From the Effective Communication series.

PERCEFTION AND COMMUNICATION (OSUMPD) 1967 32 mins b&w and color #31240 rental $7.00 Sale $65.00 PSU c-a
How human perception affects the communication process and the individual's concept of reality. Cognitive and transactional theories of perception. Comments by Kenneth Norberg of Sacramento State College. From the Communication Theory and the New Educational Media series.

THE PROBLEM OF MEANING (IU) 1967 30 mins #31313 $11.00 PSU sh-c-a
Explores the problems caused by a human nervous system filled with associations that come between talking and the things to be discussed, between writing and the things to be written about. Demonstrates that efficient operation in a language depends on becoming aware of the language's areas of ambiguity and its areas of specificity. Discussion by James C. Bostain, scientific linguist. From the English -- Fact and Fancy series Produced by NET.

THE PROCESS OF COMMUNICATION (OSUMPD) 1966 46 mins b&w and color #40098 $10.00 PSU c-a
Exploration of the process of communication with animated theoretical model. Illustrations drawn from industry training models, military models at Fort Leavenworth, school administrators' training at the Ohio State University council on Educational Administration, teacher training with the Kersh simulator at the University of Oregon, and the computer-based systems at the University of Illinois. Comments by George Gerbner, Lawrence Stolurow, Donald Bitzer, and Bert Kersh. From the Communication Theory and the New Educational Media series.

THE RIGHT TO KNOW (color) (Journal) 1973 18 mins $7.25 #9248 UWISCE
Documents the hazards of an uniformed citizenry. Examines basic democratic principles in view of local and national contemporary events. Discusses the personal and institutional obstacles to understanding an event. See also JFI KRN

60 MINUTES Levels: Hs, College, Areas: Contemporary Issues, Sociology, Guidance Produced by: CBS News 8 programs, 13-20 min each/color Sale: 16mm $1500 set/ video $1050 set Rental: $150 set
A selection of the best of CBS' award winning "magazine of the air."

FREE SPEECH FOR WHOM? A Platform for Every Opinion? Dr. William Shockley had trouble finding a platform for his theory about race that says Blacks are genetically inferior to whites. Is his topic worthy of a public hearing? Should any and all opinions be given equal time? Is free speech really for everyone? Who decides who should be heard?

SPEECH AND PROTEST (CF) 1968 22 mins color #20801 $12.00 PSU jh-sh-c-a
Queries the limits to freedom of speech and assembly, underscored by newsreel shots of violence and oppression under foreign dictatorships and scenes of protest in this country. First Amendment is introduced, followed by three enacted sequences: a classroom in which students argue heatedly about our government's foreign policies, a discussion guided forcefully by the instructor, an anti-war demonstration.

TALKING AND WRITING: Part I (IU) 1967 30 min #31306 $11.00 PSU sh-c-a
The different systems of expression used in talking and writing. Talking and writing as parallel systems. Discussion by James C. Bostain, scientific linguist. From the English -- Fact and Fancy series. Produced by NET.

TALKING AND WRITING: Part 2 (IU) 1967 30 mins #31307 $11.00 PSU sh-c-a
Considers the possibility of reforming our writing system to fit a multiplicity of speech systems. Examines the ways in which speech and writing differ. Demonstrates only a general resemblance, not an identity, between speech and writing. Discussion by James C. Bostain, scientific linguist. From the English -- Fact and Fancy series. Produced by NET.

THE TASK OF THE LISTENER (IU) 1956 30 mins #30256 PSU sh-c-a
Relationship between personality and communication. Explains human behavior in terms of self-concept. Defines self and how it differs from the self-concept. How self-concept controls acceptance or rejection of a message. Produced by NET.

TO ANOTHER MOON (color) (Scott, Foresman & Co.) 1971 16 mins $6.50 #8695 UWISCE
Raises the question of man's preference for being a spectator rather than a performer as opposed to reaching out and conquering new frontiers individually. Uses advancements in communication as a means to sharing new frontiers such as radio broadcast of Lindbergh's solo flight and Earhart's transatlantic flight, television coverage of landing on the moon, and spectators viewing sports events. Uses "moon" to signify the challenge of future frontiers. Manual available upon request.

FILM SERIES, 10 parts, Viewpoint: in Society
Bruce Raymond Ltd.

WHAT IS A GOOD OBSERVER? (IU) 1956 30 mins #153-7 $11.00 PSU sh-c-a
Differences between good and bad observer; how observation is generally made in terms of similarities; importance of ability to see differences. Observation of similarities alone limits our awareness of the world. Observation that also considers differences is a mark of sophistication. From the Talking Sense series. Produced by NET.

FILM/TAPE
THE CONTENT

WE ARE DOING IT DIFFERENTLY: THE LOUISVILLE TIMES. 25 mins 47 slides FLL
Michael Davies, the managing editor of the Louisville TIMES, discusses that paper's changes in content and design. The changes were made in response to rising costs and declining circulation. Davies talks about the goals of the redesign: to make the paper easier to read, more utilitarian, and to stress and service and informationalize aspects of the paper. The redesigned paper is highly departmentalized, with extensive use of indexes, digests, and page headings. In addition the paper has adopted a policy of signed editorials, extensive suburban news, and frequent life-style and reader service stories. Davies takes the viewer through the paper, discussing each feature.

WEST COAST PORTFOLIO No 86 80 slides in Carousel tray, audio cassette NPPA
The philosophy and photographs of two West Coast photographers, Steve Fontanini, Los Angeles Times, and Mickey Pfleger, San Bernardino Sun - Telegram.

WOMEN'S PAGE PHOTOS No 59 20 mins 83 slides NPPA
Like other routine assignments, women's page pictures can be boring cliches or can offer a challenge to the news photographer. Here is one editor's view of the subject.

A PORTFOLIO by Jerry Gay 80 slides in Carousel tray, audio cassette NPPA
The philosophy and photographs of Pulitzer Prize winning photographer Jerry Gay. Jerry discusses his education and professional background as a news photographer. He is currently a staff photographer for the Seattle Times.

PRESIDENT JOHNSON 15 mins 71 slides FLL
Ioichi Okamoto, personal photographer for President Lyndon Johnson, discusses his role and pictures. A number of the pictures present intimate details of life in the Johnson White House. Okamoto focuses his presentation and discussion on photographs taken during crucial periods in the Johnson administration, such as the Gulf of Tonkin incident.

PRESS PHOTOGRAPHY
NPPA

THE STATE OF THE NATION -- PHOTOGRAPHICALLY No 48 51 mins 144 slides NPPA
A provocative analysis of the present-day trends in photojournalism as affected by photographers and publishers.

A WAR PHOTOGRAPHER'S JOURNAL 30 mins 80 slides FLL
Don McCullen is considered by many to have produced the strongest photographs to come out of the Vietnam War. In a very personal commentary, he discusses the ethical journalistic and photographic qualities of his work.

WE ARE DOING IT DIFFERENTLY: THE HUNTINGTON ADVERTISER FLL 23 mins 33 slides
C. Donald Hatfield, managing editor of the Huntington (W.V.) ADVERTISER talks about the paper's redesign. Faced with problems of declining circulation, rising costs, and similarity to Huntington's morning paper, the ADVERTISER was redesigned with major changes in both content and format. The changes include increased local and feature news, decreased coverage of government and national use, increased use of summaries and indexes, and elimination of the op-ed page and placement of the editorial page on a right-side page.

BRUCE DALE, 1973 MAGAZINE PHOTOGRAPHER OF THE YEAR No 88 NPPA
Bruce Dale works for the National Geographic Magazine. His program emphasizes his ability to photograph people, and includes examples from his book, "American Mountain People."

ENTERPRISE IN PHOTOGRAPHY No 44 28 mins 70 slides NPPA
"Enterprise in Photography" is the recognized reason for the pictorial success of the Charlotte, North Carolina "News" and the "Observer." Photographers from these newspapers have won two NPPA Newspaper-Photographer-of-the-Year awards, eight Southern Newspaper Photographer of the Year awards, and have held the Southern Photographer of the Year Title since 1956. George Honeycutt, National Newspaper Photographer of the Year in 1962 is now Director of Photography for the "Houston (Tex.) Chronicle".

KANSAS. 16 mins 75 slides FLL
Brian Lanker, Pulitzer-Prize-winning photographer for the Topeka CAPITAL-JOURNAL narrates slides of his photographs of life in Kansas. In his narration he talks about what working for a daily newspaper is like, the kinds of photographs he takes and the audience he takes them for. Part of Images of Man 2, from Scholastic's Concerned Photographer Program.

PICTURES OF THE YEAR NPPA

No. 8 The Year 1955	82 slides,	42 mins
No 23 The Year 1956	99 slides,	50 mins
No. 25 The Year 1957	88 slides,	36 mins
No. 34 The Year 1958	88 slides,	36 mins
No. 38 The Year 1959	136 slides,	32 mins
No. 40 The Year 1960	80 slides,	32 mins
No. 42 The Year 1961	121 slides,	21 mins
No. 46 The Year 1962	112 slides,	28 mins
No. 53 The Year 1965	132 slides,	47 mins
No. 56 The Year 1966	136 slides,	45 mins
No. 67 The Year 1967	80 slides,	18 mins
No. 69 The Year 1968	80 slides,	20 mins
No. 72 The Year 1969	80 slides,	20 mins
No. 77 The Year 1970	80 slides,	20 mins
No. 80 The Year 1971	80 slides,	20 mins
No. 84 The Year 1972	160 slides,	20 mins cassette only
No. 85 The Year 1973	80 slides,	cassette
No. 87 The Year 1974	80 slides,	cassette

THE PRACTICE

WHERE THE HELL DO WE GO FROM HERE? 29 mins 83 slides NPPA #61
The "new breed" of news photographers has become the "old breed." This provocative talk raises several disturbing questions that are not intended to inspire the budding photographer looking for an easy career.

YOICHI OKAMOTO AND LBJ No 66 22 mins 71 slides NPPA
Okamoto tells of his six years as one of the men closest to President Lyndon B. Johnson, and of his work in compiling a historical pictorial documentary of the nation's highest office.

YOU CAN'T REWRITE A PHOTOGRAPH No. 10 42 mins 75 slides NPPA
Designed for managing editors. Discusses their responsibilities toward the photo staff, also the photographer's responsibility.

RX FOR SICK PIX No. 12 28 mins 53 slides NPPA
A technical discussion of the causes of poor print quality and cures.

SHOOTING FOR THE WIRES No. 43 26 mins 87 slides NPPA
One of the most often heard questions from free-lance photographers is, "What sort of pictures do the wire services want?" The answers to this and many other questions are in this talk from NPPA's Coast to Coast Seminars in Photojournalism.

SHOOTING THE LEGISLATURE No 82 26 mins 80 slides cassette only NPPA by Bern Ketchum

SHOOTING THE PICTURE STORY AND ESSAY No 78 NPPA 80 slides 40 mins
Chief Photographer of Newsday of Long Island.

SHOOTING TV NEWSFILM IN AVAILABLE LIGHT No 68 17 mins 42 slides NPPA
NPPA Past President Ernie Crisp gives a lecture on motion pictures dealing with the many problems of shooting color newsfilm under various conditions of mixed light temperatures, along with a discussion of some of the basic problems of television filming.

SOUND AND SOUND PERCEPTION W220TCb 10 transparencies, 1 cassette, notes, visuals kit) $99.95 LPC
{MISC.} Transparencies cover the nature and characteristics of sound and sound perception. Cassette tape included demonstrats the different aspects of sound and sound perception.

TEN GOOD IDEAS I DIDN'T SEE IN NEWSPAPERS 30 mins 56 slides FLL
Robert Halman, managing editor of the St. Petersburg TIMES, describes four reasons he found readers giving newspaper circulation managers throughout the United States for cancelling or not renewing subscriptions. The four reasons were lack of time, expense, already hearing the news on TV, and having nothing in the paper that interests them. Halman presents ten ideas which he found in magazines and on television that would be good newspaper ideas but were found in competing media.

HUMOR IN PHOTOGRAPHY 80 slides, 25 mins NPPA
Free-lance photographer of New York City. Al shows how you can put some humor in your pictures so that they will sell plus make your paper look better.

IMAGINATIVE EQUIPMENT FOR IMAGINATIVE PICTURES No 63 33 mins 55 slides NPPA
A look at specialized equipment, some sophisticated some simple, that can help obtain the otherwise impossible picture.

LAYOUTS THAT WORK
Intercollegiate Press

PAGE LAYOUT 22 mins 15 slides FLL
A round-table discussion among Jean Benette, former picture editor at the Wilmington, Dalaware NEWS-JOURNAL, and her staff. They discuss the development of feature pictures and picture pages for the paper.

PHOTOGRAPHY PROGRAMS
Eastman Kodak Co.

PICTURE EDITING
NPPA

THE PRINCIPLES OF DESIGN APPLIED TO PHOTOGRAPHY No 47 34 mins 48 slides NPPA
The visual language of photography has design as its alphabet. This illustrated lecture shows how the principles of design help create better composition in news pictures and contribute to their success.

PUT IT ALL TOGETHER 80 slides in tray and audio NPPA
A presentation on how to plan, produce, program and present an effective and exciting slide show. It is produced to help the photographer who is unfamiliar with storyboards, scripts, and sound recordings. It has been produced with a practical how to do it philosophy which will allow it to be of service to beginning slide-tape producers.

COMPETITION BREEDS IDEAS No. 64 26 mins 78 slides NPPA
A humorous and informative examination of the value of competition among news photographers by a former "Newspaper Photographer of the Year."

COVERING THE LEGISLATURE 26 mins 80 slides FLL
Picture Editor for the Louisville COURIER-JOURNAL and a former photographer for the Topeka CAPITAL-JOURNAL, discusses photographic coverage of the state legislature. He stresses the importance of photographers' analyzing and understanding the political issues, so that the photographs have significant news value as well as visual value.

COVERING THE ROUTINE ASSIGNMENT No 60 35 mins 133 slides NPPA
To this speaker, no assignment is routine -- or at least it should not be.

DISCUSSION OF NEWSPAPER PHOTOGRAPHIC PROBLEMS No 81 21 Mins 147 slides, cassette only NPPA

DOCUMENTING THE PRESIDENCY by David Kennerly NPPA
David Kennerly discusses his approach to the demanding job of making a comprehensive, historical photo-documentation of Gerald Ford's Presidency. Kennerly talks about his education and newspaper background prior to joining the White House staff.

GET INVOLVED No. 70 25 mins 75 slides NPPA
Jack Corn, staff photographer for the Nashville Tennessean, says we should get involved with our assignments. He backs this up with examples of his own involvement as a news photographer.

ANALYZING THE ASSIGNMENT No 45 21 mins 67 slides NPPA
Conscientious analysis of the assignment is a basic requirement for consistently effective press photography. The assignment must be understood if it is to be fully and properly carried out but because this is so basic it is too often overlooked.

ASSIGNMENT AT COURTHOUSE PARK 80 slides in tray and audio NPPA
A presentation which shows how a young photographer on assignment for his newspaper approaches an assignment which is very broad in nature, that has been given to him by his editor, and how he narrows his assignment down to a very specific subject. An excellent program for high school and college level photojournalism classes. Prof. Dill teaches photojournalism at Fresno State University in California

CHARTS AND GRAPHS FOR THE JOURNALIST 20 mins 59 slides FLL
The program analyzes and demonstrates the fundamentals of effective graphic design in journalism. Stresses the fact that graphs and charts are meant to simplify information. Discusses the strenghts and weaknesses of line graphs, bar graphs and circular graphs, and illustrates how to use each of them.

COMMUNICATION SKILLS WW402TCb 12 transparencies, 1 cassette lecture notes, handout masters, article reprints, and visuals kit $119.95 LPC
Providing a foundation for good interpersonal communication up, down, and laterally in the organization. Risk, feedback, listening with empathy, cognitive dissonance, congruence, leveling, clarifying, and differentiating are some of the skills to be developed. Barriers and solutions to intra and interpersonal communication are explored through the use of the Johari window, FIRO, Transactional analysis, Gestalt, and Existential models, Exercises guide the practice and development of communication, facilitation, and leadership skills, Concepts help the student to generalize and transfer the experience focused upon in the exercise.

FILM/TAPE
THE HISTORY

BETWEEN BIRTH AND DEATH 25 mins 78 slides FLL
W. Eugene Smith discusses his photographic work, from war photography in the South Pacific in W.W. II through his major photoessays on a nurse-midwife and Dr. Albert Schweitzer. From Images of Man I, a part of Scholastic's Concerned Photographer Program.

FROM EARLY RADIO TO SATELLITES
NAU

THE UNDERGROUND PRESS 12 mins FLL
A slide show which illustrates various segments of the underground press of the late 1960's. The program delinlates the various types of underground papers, and compares them to the more established newspapers.

FILM/TAPE
MISCELLANEOUS

INTERPERSONAL COMMUNICATION RT401SCb 6 cassettes, 25 slides lecture notes $89.95 LPC
The heart of the communication process is what happens inside the listener. Each of us responds to the information we get from the world around us according to our understanding of that information. Our understanding depends upon how we process that information. This series of lectures deals with the inner workings of the communicator, the intrapersonal aspects of communication.

FILMSTRIPS
THE HISTORY

CAVALCADE OF JOURNALISM NSPA
50 slides, with guide, covers highlights in the nation's history from the Boston Tea Party (1773) to the invasion of Laos (1971) as shown on the front pages of American newspapers. Emphasis is on 20th Century. All type readable -- on screen.

FREEDOM OF THE PRESS: A PRICELESS HERITAGE
CAN

FREEDOM OF THE PRESS -- TODAY PARTS I AND II
Guidance Associates
Two 35 mm, color with record
The first filmstrip traces the history of the free press and of the press role as critic. The second filmstrip focuses on criticism of the contemporary press and such topics as free press vs. fair trial, concentration of ownership, objectivity.

VEC HEADLINE HISTORY: THE 1950'S #3029 $7.50
VEC

VEC HEADLINE HISTORY: THE 1960'S #3028 $7.50
VEC

HISTORY OF ADVERTISING, I AND II HSC
Two filmstrips, each approximately 45 minutes in length, giving a detailed history of advertising. Reel-to-reel tape to accompany filmstrips is narrated by Marshall Moore through the facilities of Henderson's FM station, KSWH. The filmstrips were furnished through the courtesy of the Malvern Daily Record.

HISTORY IN FRONT PAGES NSPA 55 slides
55 slides with guide, is panorama of American journalism history is presented through carefully selected front pages (no duplicates of pages in Cavalcade set). Begins with New England Courant of 1722 and ends with a Los Angeles Times of 1967. Shows front pages of 42 different papers over time.

KENNEDY ASSASSINATION KIT NSPA
One filmstrip, with audio tape, shows front page coverage of the Kennedy assassinations. Another filmstrip, with written guide, the editorial cartoons on the Kennedy tragedies, while another filmstrip is on editorial cartoons in general, with written script. A tape of recordings made during and after the Kennedy assassinations in included.

NEWSPAPER ADVERTISING #3022-3023 $12.00 VEC I thru A
There has been advertising in one form or another as long as there have been buyers of goods. But advertising did not come into its own until newspapers were developed. This two-part filmstrip is fascinating not only for the invaluable information it contains about advertising, but for the new perspective of our evolving society that it gives to students. "Newspaper Advertising: Part I -- Mirror of Our Changing Society" covers the history of newspaper advertising and its relationship to the growth of the Amer. free press. It also shows how advertising has changed through the years in response to larger changes in Amer society. "Newspaper Advertising: Part II -- Mainstay of Our Consumer Economy" explores modern newspaper advertising practices in greater detail.

THE MEDIA AND THE KENNEDY TRAGEDIES VEC $25.75
Twice during the 1960's the nation paused in shock and grief over the assassinations of John and then Robert Kennedy. This unique multi-media kit provides an unusual, moving way for students to relive and understand these tragic, historic moments. The kit includes three filmstrips, a tape, and carefully-selected news articles of the time. The filmstrips show how the nation's newspapers reported the assassinations -- and how editorial cartoonists commented on them. The tape presents actual radio and television broadcast excerpts. The news articles include the Pulitzer-Prize-winning story by United Press International Correspondent Merriman Smith.

MOSCOW CORRESPONDENT VEC #K-4000 $45.00 J thru A
An exciting multi-media kit authored by Henry and Ludmilla Shapiro detailing the life of an American correspondent in Russia and exploring the Soviet press.

PIED TYPE, A LOAD OF COAL AND THE LASER
VIS-COM

PISHENG TO VIDEOCOMP NSPA
Visuals and narration develop the progress of printing from the baked clay letters which Pi Sheng developed and could not be used because of the complexities of the language through inventions in photography and printing process to Videocomp

PRESS FREEDOM YESTERDAY AND TODAY VEC #3190 $7.50
The history of the free press and its significance in a democratic society is the subject of this filmstrip. Our system of government relies heavily on a free press to keep us informed, so we can function as citizens of a democracy. This freedom has its roots in Great Britain, where English newspapers began more than 300 years ago, later to become

established in the colonies. This filmstrip traces the development of Canadian and U.S. newspapers from that time to today.

THE PRACTICE
ADVANCED ENGLISH NEWS WRITING SET
HSC

ADVERTISING AND THE STUDENT NEWSPAPER NSPA
A useful instructional tool for the new advertising staff and a strong visual back-up for class units on advertising. The filmstrip covers advertising functions in student publications and emphasizes salesmanship and creativity. 17 minute color filmstrip with tape. Film guide included.

A CAREER IN JOURNALISM PEF Two 35 mm, color with record 1973
For secondary school and college tells of opportunities for reporters on newspapers, magazines, wire services and broadcasting. The first filmstrip emphasizes broadcast journalism the second focuses on newspapers and discusses journalism schools. Many references to AP who produces these filmstrips.

THE CASE OF THE NEAR PERFECT MEDIA PLAN
ABC

COLD TYPE MAKEUP TECHNIQUE NSPA
This filmstrip is intended to help the adviser inform students on the use of "cold type" techniques in production of the school newspaper, magazine or yearbook. It demonstrates use of typewriters, Justowriter, Varityper, Headliner display, waxers, line up sheets plus a lot of helps to put out a better looking publication.

COMMUNICATION: RADIO
MGH

COMPANY PUBLICATIONS: HEART OF INDUSTRIAL COMMUNICATION NSPA
An educational sound-color filmstrip highlighting the functions and objectives of industrial employee publications emphasizing the role of the company publication using examples chosen largely from the top 5% of industrial employee publications judged in a national evaluation and awards program. Through the pages of some of the top industrial publications students will see selected editorial material portray the job of industrial editing.

Arizona State, Tempe

DIFFERENT PATTERNS OF FRONT PAGE MAKEUP USED BY AMERICAN NEWSPAPERS
VEC

FRONT PAGE MAKE-UP #K2899 $20.00 VEC
A kit containing vital teaching aids for journalism and social studies classes

HOW A MODERN NEWSPAPER IS PUBLISHED #2857 VEC I thru S
This story takes students behind the scenes of a letter press (metal type) newspaper. It follows the progress of a single story from the first report to the final printing. The student is taken along as the story gets written, edited, set in type, and printed. This filmstrip is almost as good as a trip to a newspaper plant, or it can serve as an excellent preview for such a visit. The study "Newspaper Trends," described above, gives information about offset newspaper operations and makes a good companion filmstrip.

HOW TO READ A NEWSPAPER INTELLIGENTLY VEC #2873 I thru S
$7.50 ea for $15.00 for the kit
The newspaper is an important part of our daily lives. It educates and entertains us. It provides facts that we must know if we are to govern ourselves wisely. It helps to protect our right to be informed. This filmstrip teaches the student how to be an intelligent and discerning reader of the newspaper. It shows how to differentiate between facts and opinions and demonstrates the ways in which the newspaper attempts to keep the two separate.

JOURNALISM, PART 1, 2, & 3
EAV

JOURNALISM: THE NEWSPAPER
EAV

JOURNALISM: NEWSPAPER ORGANIZING A STAFF
JHOC

MAKING SENSE VISUALLY
KODAK

NEWS PHOTOGRAPHY #2979 VEC I thru A
American news photography was born in the Civil War. Today these photographs provide us with a precious record of the past. Picture-reporting of the news plays a vital role in keeping us informed and in chronicling our history. This filmstrip will familiarize the student with some of the techniques of the newspaper photographer, his subject matter, and the methods used to process the photographs for news printing. News photography as a career choice is also discussed.

THE NEWS SELECTION PROCESS VEC #2889 I thru A
Our newspapers print millions of words each day. Yet, the news that gets printed is only a fraction of the total news that has been reported. Who decides what shall be

printed? Students explore this thought-provoking question by tracing a single news item from its beginnings as a local event in an imaginary African country to its final printing in an American newspaper.

THE NEWSPAPER HSC Set of 3 filmstrips with two mono/stereo records.
Part one illustrates what makes news, how news is gathered and evaluated, the role of the reporter, coverage of an actual news event, and the newspaper as a service institution. Part two deals with newspaper style: constructing a news story, newspaper language, leads, headlines, captions. Part three is concerned with feature stories, showing how an important news event such as man's walk on the moon produces a wide variety of accompanying articles. Feature style is also examined. Part four (audio only) offers recorded dramatizations of realistic situations and calls upon students to act as reporters, writing news and feature stories from the facts made available. A teacher's guide for this section is included in these notes.

NEWSPAPERS ARE FOR READING NSPA
Use of headlines, body type, photographs, white space, special typography in columns and nameplates is examined as the filmstrip shows good and bad examples of newspaper makeup. Film guide is included. 21 minute color filmstrip with narration on tape.

THE NEWSPAPER AS A TEACHING TOOL VEC The four filmstrips, exercise sheets and resource guides may be purchased for a kit price of $30.00. Order K3025. The price of the filmstrips and 10 sets of exercise sheets alone is $24.00. The price of resource guides purchased separately is $10.00. Additional sets of exercise sheets may be ordered in units of 10 for $1.50 per set.
This four part filmstrip offers a complete course for teachers in the use of the newspaper as a teaching tool. Each part analyzes a different portion of the newspaper and shows how to make use of them in virtually all curriculum areas. Part I -- Today's News, Tomorrow's History; Part II -- The news Pages; Part III -- The Opinion, Analysis and Feature Pages; Part IV -- The Sports, Comics and Advertising Pages.

THE NEWSPAPER: TODAY'S MODEL FOR CLEAR AND CONCISE WRITING CAN

NEWSPAPER TRENDS VEC #3014 $7.50 I thru A
Years ago newspapers were the public's only means of getting the news. Then along came news magazines, radio and television. Readers now expect different things from their newspapers, and the newspapers have changed to give them what they want.

The future will bring more changes. This filmstrip shows some of the ways that newspapers are changing and the significance of these trends.

ONCE UPON A STONE NSPA
Inform students and staff quickly and efficiently about offset printing. Filmstrip includes a non-technical explanation of steps in offset printing process and a graphic description of its development. 12 minute color filmstrip with tape.

PUBLIC RELATIONS LEARNING THROUGH ASSOCIATION, SECOND SESSION MCP

SCREEN PRINTING NSPA
A much needed filmstrip on a little known process which you may be using to produce your yearbook covers and announcement posters in your school. Filmstrip runs about 20 mins. in full color with narration on tape. Filmguide and script included.

THE SIMPLE CAMERA Set of 12 filmstrips and five teacher's manuals. HSC

SINGER SERIES Set of 6 filmstrips with audio script NSPA
Includes reading daily newspapers, weeklies and other publications, writing for newspapers, understanding feature stories, preparing news for print, and the finished newspaper.

THE STRUCTURE OF THE NEWSPAPER VEC #2865 I thru A $7.50
How can a student get the most benefit from his newspaper reading? The first step is learning the structure of the newspaper. This filmstrip acquaints students with the various parts of a newspaper and shows how those parts fit together to form the finished product. It analyzes the structure of an individual news story and outlines the other components of the newspaper including the features, editorials, financial section, advertising and public records.

TYPE HAS MANY FACES NSPA
Type classifications and usage and principles of display are explained and demonstrated in visual presentation which gives students a feeling for type as they make decisions for publication and advertising display. 10 minute color filmstrip with tape.

YEARBOOK PLANNING NSPA 22-min filmstrip with narration on tape. Eighty frames describe planning, organization, design and layout variations of five All-American yearbooks. Stimulating and full of new ideas: an excellent teaching tool.

YOUR DAILY NEWSPAPER: A MODERN MARVEL OF PRINTING TECHNOLOGY CAN

FILMSTRIPS
THE CONTENT

CONSUMER ADVERTISING
PG CO

CURRENT NRESPAPER LEADERS NSPA 25 slides
25 slides, with guide, present front pages of 25 recognized leading U.S. newspapers on day of a major news event in recent years. May be used as a special unit or may be integrated with "Cavalcade" to provide more covering of the last decade's events.

EDITORIAL CARTOONS -- WINDOW ON A CHANGING WORLD VEC #3165 I thru A $7.50
This absorbing filmstrip introduces students to the history and nature of editorial cartoons. It shows early illustrations of artistic social comment by Goya, Thomas Nast and Benjamin Franklin. It also includes examples of how modern cartoonists approach their work and what techniques they use to express their ideas. By viewing actual modern cartoons, students see how artists deal with a subject by caricature or symbol. They learn that editorial cartoons are dramatic visual expressions of opinions. This study will help prepare students to understand and critically evaluate this form of opinion.

HOW DOES A PICTURE MEAN
KODAK

IMAGES OF MAN
SCHOLASTIC BOOK SERVICES

UNDERSTANDING EDITORIAL CARTOONS VEC #3122 I thru A $7.50
Editorial cartoons can be a valuable and stimulating teaching tool in many curriculum areas, such as civics, history, economics, problems of democracy and journalism. This filmstrip, filled with examples of the work of top domestic and foreign political correspondents, shows students how to read" these visual comments on our times. The filmstrip shows how a cartoonist expresses opinion and bias by the way in which he draws his characters and presents current situations. Some of the common filmstrip symbols, such as the Russian bear and the dove of peace, are explained.

WHAT IS A GRAPH? VEC #5104 I thru A $7.50
Fewer adults understand graphs than any of the other media of visual presentation. This filmstrip explains this useful expression of statistical data, in easy to understand words and pictures.

FILM STRIPS
MISCELLANEOUS

AMERICAN FOLKLORE HEROES VEC #1577 P thru A
Who has not enjoyed the amusing adventures of Paul Bunyan, Pecos Bill, Johnny Appleseed, Hiawatha, and Joe Magarac? The hardships endured by early Americans were lightened by these stories about men who could do even more work with less effort and distress.

THE CAUSES OF VIOLENCE VEC #3120 $5.50 I thru A
Violent crimes have risen sharply in the past few years in our country. This has given rise to much speculation on the causes for this violence. This filmstrip studies some of the theories and research on the causes of violence. It explains the experiments being done with genetics and aggressiveness, the psychological theories linking frustrations with violent behavior, the connection between violence and the availability of firearms, and the effects of television and movie violence on behavior.

THE CITY AND ITS PROBLEMS VEC #2888 I thru A
It has been said that the United States was born in the country and has moved to the city. Seven out of 10 Americans now live in urban areas and cities have become important to everyone. Photographs, drawings, and diagrams illustrate the growth of the American city and the many problems which have accompanied that growth. Overcrowding, slums, pollution, and traffic control are just some of the issues covered in this filmstrip. This study will also acquaint the student with the history of the American city and its administrative structure.

DECLARATION OF INDEPENDENCE VEC #1591 J thru A
This interesting story discusses the history of the Declaration of Independence, with an exploration of the meaning of certain key phrases. Discussion questions stimulate interest in, and appreciation of, this world-famous document. Based on U.S. Government Publication, "You and Your U.S.A, published by the Department of Defense.

FROM RADIO WAVES TO GAMMA RAYS VEC #2882 J thru A
Photographs and diagrams are used to explain the electromagnetic spectrum from radio waves to gamma rays. The filmstrip explains the wave nature of radiant energy and the meaning of wavelength. It also discusses the various uses scientists and engineers have found for each portion o the electromagnetic spectrum. Some of the practical applications covered are AM and FM radio, radar, radio astronomy, infrared heating, ultraviolet lamps, X rays in medicine, and the use of gamma radiation to preserve food.

HISTORIC SYMBOLS OF OUR NATION VEC #2858 I thru A
Although the United States is still a relatively young nation, she has a rich heritage of tradition and historic national symbolism. An understanding of the most prominent of our national symbols will serve as a background of reference points for the student of our country's history and culture. Among many American national symbols illustrated and discussed are The Mayflower and the Pilgrims, the Minuteman The Bald Eagle; The American Flag; The Covered Wagon Uncle Sam; The Statue of Liberty.

JOURNALISM: YOU AND YOUR NEWSPAPER
Popular Science Publishing Co

LASER LIGHT COMMUNICATION VEC #3098 $5.50 J thru A
As more uses are made of radio, the number of available channels is rapidly dwindling. Radio and microwave frequencies are just a small part of the electromagnetic spectrum. Now the development of the laser has opened the possibility of using infra-red and visible light frequencies for long-range communication. This filmstrip explains how laser beams are used to carry information. It describes how laser beams are modulated for use in communications. It also explains the exciting new development of holography in laser communication.

MASS MEDIA AND THE FREEDOM TO COMMUNICATE
CAN

MASS MEDIA: THEIR ROLE IN DEMOCRACY TRF 35 mm B&W, with record 1970
Describes the role of newspapers and other media and attempts to answer criticism, especially as made by young people. Dated topical material, i.e., Agnew as Vice President, detracts from effectiveness.

THE MOTION PICTURE -- PAST AND FUTURE VEC #2956 I thru A
For thousands of years, man has tried to capture and reproduce the movement of life around him. This study details the history of this creative quest from its crude beginnings to the sophisticated cinematic art of today. It explains why the motion picture is one of the world's most important means of communication. It describes the vital role it plays in education, art and science.

NEWS WORD ADVENTURES VEC #2950 I thru A
Do you know the origins of such words as "boycott", "show down", "poll", "blitzkrieg"? This filmstrip reveals the interesting history behind many words commonly found in the daily newspaper. Newspaper reading can be an adventure in language. To make their writing lively and interesting, newsmen try to make use of the best of the old and the new in our language. Sometimes a newsman will coin a new word.

THE NEWSPAPER AND YOUR QUEST FOR TRUTH
CAN

THE SUPREME COURT VEC #2923 I thru A
It has been said that "few Americans really understand the Supreme Court and its Justices." This absorbing filmstrip examines in depth the history, functions, and constitutional authority of our nation's highest court. Through dramatic photos and clear illustrations, it explores the Supreme Court's working procedures. It shows, step-by-step, the little-understood details of how the Court Justices go about their work.

A TELEPHONE STORY VEC #1687 I thru A
In 1876 Alexander Graham Bell's assistant, Thomas Watson, heard the sound of the human voice over the telephone for the first time in history. Their final success, after many months of work, was the result of a minor laboratory accident. This filmstrip outlines the fascinating history of the telephone. It reveals many interesting facts about the development of the telephone as it gradually improved over the years to become the vast and intricate system of communication it is today. It also includes absorbing background information about Alexander Graham Bell.

YOUR DAILY NEWSPAPER: A NEW ADVENTURE FOR CHILDREN
CAN

YOUR SCHOOL PUBLICATIONS set of 6 silent filmstrips HSC

SLIDES
HISTORY

AMERICA'S BLACK PRESS VISCOM 36 slides, 2X2 mount, $9.95. Script includes 10 page history and biblography of Black Press, 7 page description of current 40 newspapers and 9 magazines shown, Only comprehensive slide-and-talk package available, bringing La Brie's intensive research to life in your classroom.

CAVALCADE OF JOURNALISM
VISCOM

SLIDES AND SCRIPT, HISTORY OF ADVERTISING
DOVER

HISTORY OF AMERICAN NEWSPAPERS
VISCOM SLIDES

SLIDES AND SCRIPT, HISTORY IN FRONT PAGES
UNIV OF MINN

JFK ASSORTED FRONT PAGES
NAU

MATTHEW BRADY'S PHOTOGRAPHS
HORAN' MATHEW BRADY: HISTORIAN WITH A CAMERA 32 slide set

OLD MAGAZINES
NAU

PENTAGON PAPERS VISCOM 36 slides 2X2 mount, $9.95
Detailed guide. The nation's leading dailies protray the courtroom and pressroom drama of June 1971 ending with the Supreme Court decision upholding press freedom. Cross-country solections of liberal and conservative papers excellent makeup action.

REVOLUTION AND NEWSPAPERS
VISCOM

THOMAS NAST CARTOONS
UNIV OF TULSA

ADS THAT SELL LPC WRE203Tb 60 slides, lecture notes
This set of 35 mm slides presents 50 four-color magazine ads with their Starch ratings. Involves students in selecting the strongest of two similar ads. After class discussion the Statch scores reveal which ad moved more people. Accompanying explanations critique each ad on its effectiveness in reaching communication/ marketing objectives.

HALFTONE PHOTOGRAPHY
KODAK

HIGH SCHOOL NEWSPAPERS
NAU

IDEAS WON'T KEEP
KODAK

LINE PHOTOGRAPHY
KODAK

PHOTOGRAPHY B/W FILTERS
NAU

TYPOGRAPHY, INTRO TO PR
NAU

YUMA DAILY SUN COMPUTER SYSTEM
NAU

CONTENT

MASS MEDIA OF ASIA VISCOM 36 slides 2X2 mount $9.95
Detailed script. The contemporary mass media of asia, the problems, contents and some of the personalities are shown: covers the elite and mass-oriented newspapers, magazines, broadcasting, by the Asian media book author.

THE PROTEST PRESS VISCOM 2X2 mount VISCOM 36 slides $9.95
Set includes selected underground and alternative papers also such advocacy leaders as women's lib, ecology, student movement, others.

SLIDES
MISCELLANEOUS

NONE

TRANSPARENCIES
THE HISTORY

NONE

TRANSPARENCIES
THE CONTENT

TRANSPARENCIES 3M
Evaluating advertising

PSYCHOLOGY IN ADVERTISING
BC

TRANSPARENCIES
THE PRACTICE

ADVERTISING AND CONSUMER BEHAVIOR LPC R107Tb 12 transparencies, lecture notes, and visuals kits $89.95
Media function as a persuasion agent and consumer behavior are discussed. Subjects are functions of advertising, strategy, mass persuasion, image formation, source of influence, selling effort and purchase behavior, effects of mass communication, the adoption process, group influences on consumer brand preferences, word-of-mouth advertising influences, and believability and acceptance.

THE CAMERA LPC 15 transparencies, lecture notes, visual kit $119.95
This set covers the construction, principles of operation, and features of the following types of cameras: pin-hole, simple box, 35 mm - including press cameras, its latest features and developments, view cameras and others. Discussion of the different types of shutter construction is included

EDITING FOR SENSE AND STYLE LPC 561 16 transparencies, lecture notes, and visuals kit $119.95
Transparencies are designed to be useful in journalism, English, and business classes. Topics include the five W's of editing, editing marks, sense and meaning of ideas and words, the lead, the body, the con lusion, creative editing.

EFFECTIVE LISTENING LPC 560 12 transparencies, lecture, supplements, worksheets, and visuals kit. $89.95
Transparencies and text discuss problems of effective listening and suggestions for improved and efficient listening. Transparency topics include discussion of the need for effective listening, speaker and listener roles, problems with listening, steps to improved listening, puzzle of communication, how to listen accurately, checks for good listening, hearing is not listening, and filters. Group project ideas and worksheets are included, as well as supplementary booklets.

ESSENTIALS OF A GOOD NEWSPAPER AD W245Tb 13 transparencies lecture notes, and visuals LPC $99.95
The newspaper ad is a retailer's best store window and salesman. This set, which summarizes the findings of several studies, presents the essentials of a good newspaper ad and discusses common pitfalls in the preparation of media advertising.

FILM AND FILM CHARACTERISTICS LPC WK103Tb 11 transparencies, lecture notes, visual kit $99.95
This set covers film speeds and sensitivity, granularity, characteristic curves and other subjects.

FUNDAMENTALS OF COLOR SEPARATION S323Tb 13 transparencies, lecture notes, visuals kit $139.95

MANAGEMENT COMMUNICATION SKILLS LPC ww402TCb 12 transparencies, 1 cassette, lecture notes, handout masters, article reprints, and visuals kit $119.95
This workshop material provides a solid grounding in intra- and interpersonal communication. It assumes that the ability to communicate throughout the organization is a key skill for all managers. The format of the module assumes that communication, both face to face and in written reports, policies, and the organization impact of these, is a function of technological, structural, cultural and personality variables found in every goal-seeking organization. Some of the influences of the quality of communication are explained as filters, formal network or channels, organization norms, informal networks, specific situations, and others. Exercises help the student to examine these and other intra- and interpersonal conditions with affect his ability to communicate and to be communicated with.

MODERN MARKETING RESEARCH LPC WJ101Tb 13 transparencies lecture notes, visuals kit $99.95
Shows why marketing research function in modern business organizations is rapidly gaining in importance. Transparencies explain the nature of marketing research, types

of data sources, examples of secondary data and their uses, collecting primary data, examples of biased questions, and examples of marketing research projects.

PHOTOGRAPHY LPC 15 transparencies, lecture notes, visuals kit $89.95
These transparencies deal with the nature of light and the basic characteristics of lenses as they relate to photography

PRINCIPLES OF ADVERTISING LPC WRE202Tb 20 transparencies lecture notes, visuals kit $149.95
This graphically stimulating set covers the following areas: advertising as communication: this section adapts the classic communication model to advertising: advertising's subordinate relationship to marketing (relates advertising to the old and new marketing concept_ included are models and examples of integrated marketing campaigns; and creation of advertising: the creation of advertisements is more art than science -- Provides a five-step proecdure for the creation of an original, selling ad. Explanations and well documented lecture materials are included.

PSYCHOLOGY OF ADVERTISING LPC RS104Tb 15 transparencies, lecture notes, and visuals kit $119.95
Designed to show the relationship between psychology and advertising. Subjects are advertising, as learning, association theory, reinforcement theory, motivation theory, classical conditioning, instrumental learning, avoidance theory, perception remembering, forgetting, measuring learning, symbols, thinking, logic, and communication. May be used in basic courses in psychology, marketing, and communication.

QUESTION TECHNIQUES LPC Q401 Tb 15 transparencies, lecture notes, and visuals kit $119.95.
Visual presentation of the techniques used in asking correct questions. Discussion promotes the correct content, timing, and forms of questions which elicit desired responses. Most effective in management training and teacher education.

TRANSPARENCIES
MISCELLANEOUS

BODY LANGUAGE LPC WR302Tb 15 transparencies, lecture notes, visuals kit $119.95
An invitation to survey what we do not see. Alerts viewers to special human messages, such as individual gait, quiet avoidances, visual search and response, handwriting and living environments. Suggests exercises for visual enrichment.

COMMUNICATION LPC R301Tb 12 transparencies, lecture notes, article reprinting, and visuals kit $89.95
Transparencies provide an introductory look at the role and scope of communication in daily living, stressing the theory and function of communication in society. Subjects include communication roles, flow of human communication, group communication, human communication transaction, communication and learning theory, information retention, barriers to communication, mass communications model, audience response to communication and persuasion and attitude control. Supplementary book, On Communication, by Don Fabun is included.

COMMUNICATION GAMES LPC WHA201 Tb 8 transparencies lecture notes, supplementary materials and visuals kit $99.95
Designed for student classroom participation. Material outlines how one can construct six uncomplicated games which illustrate principles involved in effective communication. Includes eight transparencies, guide sheets, construction directions, and utilization suggestions. Adaptable at all levels.

COMMUNICATION IN MANAGEMENT AND INDUSTRY LPC R210Tb 10 transparencies, lecture notes, visuals kit $79.95
Subjects discussed in this set illustrate levels of communications, and other aspects of industrial and business communication.

COMMUNICATION AND MOTIVATION LPC W230Tb 18 transparencies, lecture notes, article reprints, and visuals kit $139.95
The success of almost any organization depends to a large extent on effective communication and motivation. This set analyzes the nature of the human element in the organization, the role and importance of communication, and the ways in which employees can be properly motivated.

HIDDEN COMMUNICATION BARRIERS LPC WR301Tb 15 transparencies, lecture notes, visuals kit $119.95
Describes critical ethnic, ghetto, and cross-cultural protective mechanisms often ignored. Invites study of specific incidents and styles which needlessly frustrate mutual goals.

INFORMATION AND COMMUNICATION THEORY LPC R209Tb 10 transparencies, wallchart, lecture notes, and visuals kit $79.95
Transparencies in this set explore basic communication processes, levels of communication analysis, the communication sequence, communication framework, and outlines of information theory and communication theory. A wallchart tracing development of communication arts in America is included.

MANAGEMENT COMMUNICATION CONCEPTS LPC WJ202Tb 14 transparencies lecture notes, and visuals kit $109.95
Interrelated organizational communication process and managerial function are discussed. Elements of communication, reasons for increased demand for communication within managerial process, concepts of message types, message utilization, message processing and information economics are detailed.

NON-VERBAL COMMUNICATION LPC WR202Tb 15 transparencies, lecture notes, visuals kit $119.95
Transparencies present, through the use of pictorial aids, the importance of non-verbal communication and creates awareness of unsuspected messages of group members. Covers such aspects as grooming, mannerisms, and gestures. Also points out audio, tactile, and visual cues and double messages or games.

SEMANTICS LPC R227Tb 10 transparencies, 1 wallchart. lecture notes, article reprints, and visuals kit $79.95
This unit attempts to define meaning and message, looks at message comprehensibility and validity and other aspects of the role of words and meaning in communication. A wallchart of Korzybski's Structural Differential is included.

APPENDIX I
SOURCES

ACI
35 West 45th Street
New York, New York 10036

A.C. Nielson Co.
Nielson Plaza
Northbrook, Ill. 60062

AIMS - AIMS Instructional Media Services Inc.
P.O. Box 1010
Hollywood, CA 90028

American Advertising Ed.
1225 Connecticut Avenue NW
Washington, D.C. 20036

ANPA - American Newspaper Publishers Association
Dulles International Airport
P.O. Box 17407
Washington, D.C. 20041

Appalshop, Inc.
Box 743
Whitesburg, Ky. 41858

Art Wright
1340 East Lewis
Pocatello, Idaho 83201

AVUC - Audio-Visual Education Center
416 Fourth Street
Ann Arbor, Mich. 48103

ABC - Audit Bureau of Circulations
123 North Wacker Drive
Chicago, Ill 60606

BNA - BNA Communications, Inc.
9401 Dscoverly Hall Rd.
Rockville, MD 20850

Brookhaven Press
901 26th Street NW
Washington, D.C. 20037

BC - Brookwood and Company

Bruce Raymond Ltd
2264 Lakeshore Blvd. West
Toronto, Ontario, Canada

Centron Educational Films
1621 West Ninth
Lawrence, KA 66044

CTFB - Chicago Tribune Film Bureau
435 No. Michigan
Chicago, Ill. 60611

CSU - Educational Media
Colorado State University
Ft. Collins, Colo.

Colonial Williamsburg

CUP - Columbia University Press
136 South Broadway
Irvington-on-Hudson
New York, New York 10533

Copley Productions
7776 Ivanhoe
La Jolla, Ca 92307

Coronet Instructional Media
65 E. South Water Street
Chicago, Ill. 60601

CEF - Creative Education Foundation
1300 Elmwood Avenue
Buffalo, New York 14222

CAN - Current Affairs Newspaper/School Service
24 Danbury Road
Wilton, Conn. 06897

The Detroit News
615 Lafayette
Detroit, Mich. 48231

Eastman Kodak Co.
Audio Visual Library Distribution
343 State Street
Rochester, New York 14650

EAV - Educational Audio Visual
Pleasantville, New Jersey 52808

Educational Films
University of Wisconsin
La Crosse
Audio Visual Center
La Crosse, Wis. 54601

EF - Educational Filmstrips
1402 19th Street
Huntsville, Texas 77340

Encyclopaedia Britannica Educational Corp.
435 N. Michigan Ave.
Chicago, Ill 60611

Film Archives
Wisconsin State Historical Society

FLL - Foellinger Learning Library
School of Journalism
Ernie Pyle Hall
Indiana University
Bloomington, Indiana 47401

National Audio-Visual Center
National Archives and Record Center
General Services Administration
Washington, D.C. 20409

Greenwood Press
51 Riverside Avenue
Westport, Ct. 06880

Guidance Associates
757 3rd Avenue
New York, New York 10017

HSC - Henderson State College
Audio-visual Dept
Arkadelphia, Ar 71923

IU - Indiana University
Audio Visual Center
Bloomington, Ind. 47401

Intercollegiate Press
6015 Metcalf
Kansas City, Ka.

JAM Handy Organization Co.

JFI - Journal Films, Inc.
909 W. Diversey Parkway
Chicago, Ill 60614

KRN - Knight-Ridder Newspapers

LPC - Lansford Publishing Co
P.O. Box 8711
San Jose, Calif 95155

Laurel Photographic Book Inc.
P.O. Box 956
Melville, N.Y. 11746

Audio Visual Communications Division
Office of Operations Support
Law Enforcement Assistance Administration
U.S. Department of Justice
Washington, D.C. 20530

MGHT - McGraw Hill
320 West 42nd Street
New York, New York 10036

3M - 3 M Company
Visual Products Division
St. Paul, Minn. 55101

Modern Curriculum Press

Modern Talking Pictures Service
Public Relations Society of America
160 East Grand Avenue
Chicago, Ill 60601

NEFC - National Educational Film Center
Finksburg, MD 21048

NPPA - National Press Photographers Association
Audio-Visual Library
P.O. Box 1146
Durham, N.C. 27702

NSPA - National Scholastic Press Assoc. and College Press
18 Journalism Bldg.
University of Minnesota
Minneapolis, Minn 55455

NETCHE
P.O. Box 83111
Lincoln, Neb. 68501

Newspaper Fund, Inc.
P.O. Box 300
Princeton, N.J.

New York Times
229 West 43rd Street
New York, New York 10036

NAU - Northern Arizona University
Department of Journalism
Flagstaff, Ariz 86001

OSU - Ohio State University
Dept. of Photography and Cinema
156 West 19th
Colombus, Ohio 43210

OPC - Open Circle Cinema
P.O. Box 315
Franklin Lakes, New Jersey 07417

Oxford Films
1136 North Las Palmas Avenue
Los Angeles, CA 90038

POF - Paramount Oxford Films
5451 Marathon Street
Hollywood, Calif 90038

PEF - Pathescope Educational Films
71 Weyman Avenue
New Rochelle, New York 10802

PSU - Pennsylvania State University
Audio-Visual Services
17 Willard Bldg.
University Park, PA 16802

POPAI
521 Fifth Avenue
New York New York 10017

PSP - Popular Science Publishing Co.
355 Lexington Avenue
New York, New York 10017

Prints & Photographs Division
Library of Congress
Washington, D.C.

PGCO - Proctor and Gamble Co.
P.O. Box 599
Cincinnati, Ohio 45202

Public Policy Forum
American Enterprise Institute for Public Policy Research
1150 Seventeenth Street, N.W.
Washington, D.C. 20036

SAV - Scholastic Audio-Visual
906 Sylvan Ave.
Englewood Cliffs, N.J. 07632

Scholastic Book Services
902 Sylvan Avenue
Englewood Cliffs, N.J. 07632

Society for Professional Journalists
Sigma Delta Chi Foundation
35 E Wacker Drive
Chicago, Ill 60601

Society for Visual Education
1345 W. Diversey Parkway
Chicago, Ill 60614

Southwest Films Associates
Box 987
Brownwood, Texas 76801

Southwest School of Printing Management
Division of San Houston University
Huntsville, Texas

SPI Film Lending Library
616 Jefferson
Topeka, Kansas 66607

Steve Sohmer, Inc.
Two Park Avenue Suite 2012
New York, New York 10016

Teaching Resources Films
Two Kisco Plaza
Mt. Kisco, New York 10549

Time-Life Multimedia
Time and Life Bldg.
New York, New York 10020

VEC, Inc.
P.O. Box 825
Madison, Wisc. 53701

VIS-COM VIS-COM, INC
P.O. Box 6182
Minneapolis, Minn 55406

UWISCE - University of Wisconsin - Extension
Bureau of Audio Visual Instruction
1327 University Avenue
Madison, Wis 53706

Xerox University Microfilms
300 North Zeeb Road
Ann Arbor, MI 48106